

CURRICULUM VITAE - KLAUS G. GRUNERT



Date of birth	January 14, 1953
Place of birth	Berlin
Home address	Finkevej 20, DK-8410 Rønne, Denmark, phone +45 86 37 01 11, mobile +45 40 38 53 19
Office addresses	Aarhus University, School of Business and Social Science, Fuglesangsalle 4, DK-8210 Aarhus V, Denmark
Academic credentials	Dr.oec.habil., University of Hohenheim, Stuttgart, Germany, 1988 Dr. oec., University of Hohenheim, Stuttgart, Germany, 1982 Dipl.-Volksw., University of Cologne, Cologne, Germany, 1976
Present positions	Professor of Marketing, Aarhus University, School of Business and Social Science (previously Aarhus School of Business), 1987 –
Previous positions	Professor of Marketing (part-time), University of Vaasa, 2019-2023 Head of Section, Department of Management, 2015 - 2020 Director, MAPP Centre, 1991 - 2020 (see www.mapp.au.dk) Professor of Fisheries Marketing (part-time), University of Tromsø, 1996 - 2009 Professor of the European Institute for Advanced Studies in Management, 1998 - 2010 Assistant Professor of Consumer Economics, University of Hohenheim, 1982 - 1987 Instructor, Department of Consumer Economics, University of Hohenheim, 1977 - 1982 Research Associate, Institute for Applied Consumer Research, Cologne, 1976 - 1977 Research Assistant, Central Archive for Empirical Social Research, University of Cologne, 1974 - 1976
Awards and distinctions	Honorary Professor, Universidad de la Frontera, Temuco, Chile, 2022 Knight of the Order of Dannebrog, 2015 Dr. h.c., University of Vaasa, Finland, 2011 Aarhus Universitets Forskningsfonds Formidlingspris 2011 Dansk Erhvervs Akademis Erhvervsforskerpris, 2007 William Evans Fellowship, University of Otago, 1995 Dansk erhvervslivs pris for afsætningsøkonomisk forskning, 1995 Reinholdt W. Jorck og Hustrus Forskningspris, 1993
Management experience	Founder and director of the MAPP Centre for 30 years, with a total volume of external funding exceeding 200 mio DKK. In this period PI in numerous projects, including many EU FP projects, several of them as coordinator, numerous projects with industry participation, numerous interdisciplinary projects with collaborators from food science and life sciences

Scientific focus areas	I am a consumer behaviour researcher with an interdisciplinary orientation. Most of my research is on consumer behaviour with regard to food and drink with a background in the disciplines of marketing, agricultural economics and food science; I publish in all three areas. I deal with questions on the relationships of consumer decision-making, consumer values and attitudes, consumer experience and consumer lifestyle. My research has equal focus on scientific excellence and practical applicability and I have extensively cooperated with both industry and public policy institutions. I strongly believe in interdisciplinarity and have cooperated widely with researchers in other social sciences as well as in the technological and natural sciences.
International relations	I have a broad international network spanning all continents (except antarctica). Regular cooperation partners in Europe include U of Gent, KU Leuven, Wageningen U, U of Florence, U of Naples, U of Granada, U of Warsaw, U of Reading. I have for more than ten years been a regular visiting professor at Sun Yat-sen University in Guangzhou, China. In South America I have for years been cooperating with Universidad de la Frontera in Temuco, Chile. In the US my main contacts are at Arizona State U, Texas A&M U, U of Arkansas and U of Florida
Supervision of PhD students	I have supervised more than 20 PhD students at Aarhus University/Aarhus School of Business. In addition, I have been co-supervising PhD students at a number of other universities.
Editorial Boards	Agribusiness, 1998 – 2012 Appetite, 1997 – Book Review Editor, Journal of Consumer Policy, 1979 – 1991 British Food Journal, 2009 - 2020 Food Quality and Preference, 1998 - International Journal of Research in Marketing, 1989-2002 Journal of Business Research, 1989 – 1997, 2008 - Journal of Customer Behaviour, 2002 - Journal of Economic Psychology, 1991- 1996 Journal of Marketing Practice, 1994 - 1997 Journal on Chain and Network Science, 2001 - 2019 Marketing - ZFP, 1993 - 2023 Marketing Strategy Letter, 1992 – 1994 Trends in Food Science and Technology, 2016 - 2023
Other	Arla Foods Scientific Advisory Board, 2012 - 2015 AU FoodNet, board member, 2008 - ; chairman, 2011-2012 Board member, AllergiKost Aps, 2006 - 2011 Board member, RelationLab Aps, 2005 - 2008 Danish Marketing Club, board member, 1989-1996 Danone Sensory and Behaviour Research Advisory Committee, 2010 - 2014; European Federation of Food Science and Technology- EFFoST, member of Executive Committee, 2002 – 2005 European Food Information Council, member of Board of Directors, 2021 - European Marketing Academy, president, 1994 - 1996; fellow, 2001 - ; member of the Executive Committee, 1991 – 1997, 2003 - 2006; vice-president conferences, 1992-1994; fellow since 2007 ILSI Europe, member of Scientific Advisory Council, 2008 – 2014, member of the Board of Directors, 2015 - 2019 KLICT International Advisory Board, member, 1999-2003 Max Rubner-Institut, member of Scientific Advisory Board, 2009 - 2017 Member of the Order of Cordon Bleu du Saint Esprit, 2003 – Member of the Social Advisory Council, Vion Food Group, 2004-2007 Public representative on the board of Saxo Bank, 2002-2004 The Danish Marketing Research Council, chairman, 1992 - 1995

Trans Agro Groen, member of Scientific Advisory Board, 2003 – 2008
VIFU – Videnscenter for fødevareudvikling, board member, 2003-2007
Member of the German Academy for Gastronomy, 2018 -

Citations

H-index 96, 39691 citations (Google Scholar, May 9, 2024)

Listed in *Updated science-wide author databases of standardized citation indicators* (Ioannidis, 2023, DOI: 10.17632/btchxktyw.6) with world rank #6578, rank in Denmark #56 (2023 update).

Five most cited papers

- Grunert, K.G. (2005). Food quality and safety: consumer perception and demand. *European Review of Agricultural Economics*, 32(3), 369-391.600citations
- Grunert, K.G., & Wills, J. M. (2007). A review of European research on consumer response to nutrition information on food labels. *Journal of Public Health*, 15(5), 385-399. 1580 citations
- Grunert, K.G. , Hieke, S., & Wills, J. (2014). Sustainability labels on food products: Consumer motivation, understanding and use. *Food Policy*, 44, 177-189. – 1566 citations
- Grunert, K.G., Bredahl, L., & Brunsø, K. (2004). Consumer perception of meat quality and implications for product development in the meat sector—a review. *Meat Science*, 66(2), 259-272. – 1241 citations
- Grunert, K.G., & Grunert, S. C. (1995). Measuring subjective meaning structures by the laddering method: Theoretical considerations and methodological problems. *International Journal of Research in Marketing*, 12(3), 209-225. – 943 citations

COMPLETE LIST OF PUBLICATIONS

Books

- Grunert, K. G. (Ed.) (2017). Consumer trends and new product opportunities in the food sector. Wageningen Academic Publishers.
- Grunert, K.G. & Thøgersen, J. (Eds.) (2005). Consumers, policy and the environment. New York, NY: Springer.
- Peter, J.P., Olson, J.C. & Grunert, K.G. (1999). Consumer behaviour and marketing strategy, European edition. Maidenhead: McGraw Hill.
- Wierenga, B., Tilburg, A. V., Grunert, K. G., Steenkamp, J., & Wedel, M. (1997). Agricultural marketing and consumer behavior in a changing world. Boston: Kluwer Academic Publishers.
- Traill, B., & Grunert, K. G. (1997). Product and process innovation in the food industry. London: Blackie Academic & Professional.
- Grunert, K. G., Larsen, H. H., Madsen, T. K., & Baadsgaard, A. (1996). Market orientation in food and agriculture. Boston: Kluwer Academic Publishers.
- Harmsen, H., Bove, K., Grunert, K. G., & Eriksson, T. V. (1996). VirksomhedsKompetence: En analyse af årsager til succes i danske virksomheder. København: Børsen.
- Grunert, K.G. (1990). Kognitive Strukturen in der Konsumforschung. Heidelberg: Physica.
- Ölander, C. F., & Grunert, K. G. (1989). Understanding economic behavior. Dordrecht: Kluwer.
- Grunert, K.G. (1984). Verbraucherinformation in Bildschirmtext: Möglichkeiten und Grenzen. München: Reinhard Fischer.
- Dedler, K., Gottschalk, I., Grunert, K.G., Heiderich, M., Hoffmann, A.L. & Scherhorn, G. (1984). Das Informationsdefizit der Verbraucher. Frankfurt: Campus.
- Grunert, K.G. (1982). Informationsverarbeitungsprozesse bei der Kaufentscheidung: Ein gedächtnis-psychologischer Ansatz. Frankfurt: Lang.
- Grunert, K.G. & Stupening, E. (1981). Werbung - ihre gesellschaftliche und ökonomische Problematik. Frankfurt: Campus.

Refereed journal publications

- Banovic, M., & Grunert, K. G. (2024). Beyond sugar: Exploring the influence of health and naturalness framing on attitudes towards products with sweet proteins in Europe. *Food Research International*, 175, 113767.
- Ferrales, C., & Grunert, K. G. (2024). Multilevel food ethnocentrism: Cross-national scale development. *Food Quality and Preference*, 118, 105164.
- Grunert, K. G., Seo, H. S., Fang, D., Hogan, V. J., & Nayga, R. M. (2024). Sustainability information, taste perception and willingness to pay: The case of bird-friendly coffee. *Food Quality and Preference*, 115, 105124.
- Liu, R., & Grunert, K. G. (2024). Changes in food consumption behavior during the COVID-19 pandemic: a dual process approach on female college students in China. *British Food Journal*, 126(2), 758-773.
- Mulders, M., Grunert, K. G., Pedersen, S., Brunsø, K., & Zhou, Y. (2024). Pleasure, quality or status? An analysis of drivers of purchase of fresh pork in China. *Frontiers in Animal Science*, 4, 1327105.
- Banovic, M., & Grunert, K. G. (2023). Consumer acceptance of precision fermentation technology: A cross-cultural study. *Innovative Food Science and Emerging Technologies*, 88, 103435.
- Contini, C., Grunert, K., Christensen, R. N., Boncinelli, F., Scozzafava, G., & Casini, L. (2023). Does attitude moderate the effect of labelling information when choosing functional foods? *Food Quality and Preference*, 104795.
- Del Valle, C., Miranda, H., Orellana, L., Grunert, K. G., & Schnettler, B. (2023). Measurement invariance of the comprehensive feeding practices questionnaire in dual-earner parents with adolescent children in Chile. *Frontiers in Psychology*, 13, 1031391.
- do Canto, N. R., Grunert, K. G., & Dutra de Barcellos, M. (2023). Goal-framing theory in environmental behaviours: review, future research agenda and possible applications in behavioural change. *Journal of Social Marketing*, 13(1), 20-40.

- Futtrup, R., & Grunert, K. G. (2023). Does organic labelling affect restaurant choice? A study on the Danish Organic Cuisine Label. *Scandinavian Journal of Hospitality and Tourism*, 23, 1-22.
- Grunert, K. G., Chimisso, C., Lähteenmäki, L., Leardini, D., Sandell, M. A., Vainio, A., & Vranken, L. (2023). Food-related consumer behaviours in times of crisis: Changes in the wake of the Ukraine war, rising prices and the aftermath of the COVID-19 pandemic. *Food Research International*, 173, 113451.
- Hollebeek, L., Kulikovskaja, V., Hubert, M., & Grunert, K. G. (2023). Exploring a customer engagement spillover effect on social media: the moderating role of customer conscientiousness. *Internet Research*.
- Horská, E., Predanócyová, K., Šedík, P., Grunert, K. G., & Hupková, D. (2023). Consumer perception of functional foods and determinants of functional foods consumption in the Slovak Republic. *British Food Journal*, 125, 2478-2492
- Kulikovskaja, V., Hubert, M., Grunert, K. G., & Zhao, H. (2023). Driving marketing outcomes through social media-based customer engagement. *Journal of Retailing and Consumer Services*, 74, 103445.
- Kušar, A., Pravst, I., Pivk Kupirovič, U., Grunert, K. G., Kreft, I., & Hristov, H. (2023). Consumers' Preferences towards Bread Characteristics Based on Food-Related Lifestyles: Insights from Slovenia. *Foods*, 12, 3766.
- Liu, R., & Grunert, K. G. (2023). Changes in food consumption behavior during the COVID-19 pandemic: a dual process approach on female college students in China. *British Food Journal*.
- Šedík, P., Horská, E., Predanócyová, K., Grunert, K. G., Hudecová, M., & Nagyová, L. (2023). Consumption Trends and Perspectives for Milk and Dairy Products in Slovakia. *Journal of International Food and Agribusiness Marketing*.
- Banovic, M., Arvola, A., Pennanen, K., Duta, D. E., Sveinsdóttir, K., Sozer, N., & Grunert, K. G. (2022). A taste of things to come: Effect of temporal order of information and product experience on evaluation of healthy and sustainable plant-based products. *Frontiers in Nutrition*, 9, 983856.
- Chrysochou, P., Tiganis, A., Triguí, I. T., & Grunert, K. G. (2022). A cross-cultural study on consumer preferences for olive oil. *Food Quality and Preference*, 97, 104460.
- Grunert, K. G., Janssen, M., Christensen, R. N., Teunissen, L., Cuykx, I., Decorte, P., & Reisch, L. A. (2022). "Corona Cooking": The interrelation between emotional response to the first lockdown during the COVID-19 pandemic and cooking attitudes and behaviour in Denmark. *Food Quality and Preference*, 96, 104425.
- Liu, R., Banovic, M., & Grunert, K. G. (2022). Beliefs about food quality attributes, food-related goals and satisfaction with food-related life among the elderly in China: A means-end approach. *Food Quality and Preference*, 95, [104367].
- Loebnitz, N., & Grunert, K. G. (2022). Let us be realistic: The impact of perceived brand authenticity and advertising image on consumers' purchase intentions of food brands. *International Journal of Consumer Studies*, 46, 309-326.
- Meijer, G. W., Grunert, K. G., & Lähteenmäki, L. (2022). Supporting consumers' informed food choices: Sources, channels, and use of information. *Advances in Food and Nutrition Research*, 104, 229-257.
- Schnettler, B., Miranda-Zapata, E., Orellana, L., Grunert, K. G., Poblete, H., Lobos, G., . . . Lapo, M. (2022). Work-to-family enrichment and atmosphere of family meals influence satisfaction with food-related life: An Actor-Partner Interdependence approach in dual-earner parents with adolescent children. *Food Quality and Preference*, 97, 104471.
- Schnettler, B., Miranda-Zapata, E., Orellana, L., Lobos, G., Lapo, M. d. C., Adasme-Berrios, C., & Grunert, K. G. (2022). Relaciones entre calidad de la dieta, satisfacción con la alimentación y con la vida en díadas madre-adolescente. *Cadernos de Saúde Pública*, 38.

- Schnettler, B., Miranda-Zapata, E., Orellana, L., Lobos, G., Lapo, M. d. C., Adasme-Berrios, C., & Grunert, K. G. (2022). Relações entre qualidade da dieta, satisfação com a alimentação e satisfação com a vida em pares mãe-adolescente. *Cadernos de Saúde Pública*, 38.
- Schnettler, B., Miranda-Zapata, E., Orellana, L., Lobos, G., Lapo, M. d. C., Adasme-Berrios, C., & Grunert, K. G. (2022). Relationships between diet quality, food satisfaction and life satisfaction in mother-adolescent dyads. *Cadernos de Saúde Pública*, 38.
- Schnettler, B., Miranda-Zapata, E., Orellana, L., Saracostti, M., Poblete, H., Lobos, G., . . . Grunert, K. G. (2022). Parents' Modeling During the COVID-19 Pandemic: Influences on Family Members' Diet Quality and Satisfaction With-Food-Related Life in Dual-Earner Parents With Adolescent Children. *Frontiers in Nutrition*, 1095.
- Stancu, V., Frank, D. A., Lähteenmäki, L., & Grunert, K. G. (2022). Motivating consumers for health and fitness: The role of app features. *Journal of Consumer Behaviour*, 21, 1506-1521.
- Zhang, T., Chen, J., & Grunert, K. G. (2022). Impact of consumer global-local identity on attitude towards and intention to buy local foods. *Food Quality and Preference*, 96, 104428.
- Brunsvø, K., Birch, D., Memery, J., Temesi, Á., Lakner, Z., Lang, M., Dean, D., & Grunert, K. G. (2021). Core dimensions of food-related lifestyle: A new instrument for measuring food involvement, innovativeness and responsibility. *Food Quality and Preference*, 91, [104192].
- Grunert, K. G., De Bauw, M., Dean, M., Lähteenmäki, L., Maison, D., Pennanen, K., . . . Tarrega, A. (2021). No lockdown in the kitchen: How the COVID-19 pandemic has affected food-related behaviours. *Food Research International*, 150, 110752.
- Grunert, K. G., Haas, R., Imami, D., & Miftari, I. (2021). The effect of consumers' supermarket competence on information search and shopping outcomes in two Balkan cities. *Q Open*, 1(1), 1-15.
- Grunert, K. G., Zhou, Y., Banovic, M., & Loebnitz, N. (2021). Supermarket competence in emergent markets: Conceptualization, measurement, effects, and policy implications. *Journal of Consumer Affairs*, 55, 1633-1659.
- Haas, R., Imami, D., Miftari, I., Ymeri, P., Grunert, K. G., & Meixner, O. (2021). Consumer Perception of Food Quality and Safety in Western Balkan Countries: Evidence from Albania and Kosovo. *Foods*, 10(1), [160].
- La Barbera, F., Verneau, F., Amato, M., Grunert, K. G., & Schnettler, B. (2021). Acceptance of insect-based food in Chile: Evidence from a survey using the entomophagy attitude questionnaire (EAQ). *Food Quality and Preference*, 93, [104269].
- Lobos, G., Schnettler, B., Grunert, K. G., Lapo, C., Saens, R., & Adasme-Berrios, C. (2021). Estimating subjective quality of life in urban seniors in Chile. *Lecturas de Economía*, (95), 1-32.
- Meijer, G. W., Detzel, P., Grunert, K. G., Robert, M.-C., & Stancu, V. (2021). Towards effective labelling of foods. An international perspective on safety and nutrition. *Trends in Food Science & Technology*, 118, 45-56.
- Rohenkohl Do Canto, N., Grunert, K. G., & de Barcellos, M. D. (2021). Circular Food Behaviors: A Literature Review. *Sustainability*, 13(4), [1872].
- Schnettler, B., Grunert, K. G., Lobos, G., Miranda-Zapata, E., Denegri, M., & Hueche, C. (2021). Exploring relationships between family food behaviour and well-being in single-headed and dual-headed households with adolescent children. *Current Psychology*, 585-600.
- Schnettler, B., Grunert, K. G., Orellana, L., Horacio, M., Germán, L., Edgardo, M-Z., Lapo, M., & Hueche, C. (2021). The diverging patterns of life satisfaction between families: A latent profile analysis in dual-earner parents with adolescents. *Current Psychology*.
- Schnettler, B., Miranda-Zapata, E., Grunert, K. G., Lobos, G., Lapo, M., & Hueche, C. (2021). Testing the Spillover-Crossover Model between Work-Life Balance and Satisfaction in Different Domains of Life in Dual-Earner

- Households. *Applied Research in Quality of Life*, 16(4), 1475-1501.
- Schnettler, B., Rojas, J., Grunert, K. G., Lobos, G., Miranda-Zapata, E., & Hueche, C. (2021). Family and food variables that influence life satisfaction of mother-father-adolescent triads in a South American country. *Current Psychology*, 40(8), 3747-3764.
- Stancu, V., Lähteenmäki, L., & Grunert, K. G. (2021). The role of time constraints in consumer understanding of health claims. *Food Quality and Preference*, 94, [104261].
- Tønnesen, M. T., & Grunert, K. G. (2021). Social-psychological determinants of young consumers' consumption of pork. *Food Quality and Preference*, 93, [104262].
- Verneau, F., Zhou, Y., Amato, M., Grunert, K. G., & La Barbera, F. (2021). Cross-validation of the entomophagy attitude questionnaire (EAQ): A study in China on eaters and non-eaters. *Food Quality and Preference*, 87, [104029].
- Zhang, T., Chen, J., & Grunert, K. G. (2022). Impact of consumer global-local identity on attitude towards and intention to buy local foods. *Food Quality and Preference*, 96, 104428.
- Bialkova, S., Grunert, K. G., & van Trijp, H. (2020). From desktop to supermarket shelf: Eye-tracking exploration on consumer attention and choice. *Food Quality and Preference*, 81, [103839].
- La Barbera, F., Verneau, F., Videbæk, P. N., Amato, M., & Grunert, K. G. (2020). A self-report measure of attitudes toward the eating of insects: construction and validation of the Entomophagy Attitude Questionnaire. *Food Quality and Preference*, 79, [103757].
- Liu, R., & Grunert, K. G. (2020). Satisfaction with food-related life and beliefs about food health, safety, freshness and taste among the elderly in China: A segmentation analysis. *Food Quality and Preference*, 79, [103775].
- Loebnitz, N., Zielke, S., & Grunert, K. G. (2020). Consumers' brand decision: a matter of social risk. *International Journal of Retail & Distribution Management*, 48, 575-589.
- Macready, A. L., Hieke, S., Klimczuk-Kochańska, M., Szumiał, S., Vranken, L., & Grunert, K. G. (2020). Consumer trust in the food value chain and its impact on consumer confidence: A model for assessing consumer trust and evidence from a 5-country study in Europe. *Food Policy*, 101880.
- Orquin, J. L., Bagger, M., Lahm, E. S., Grunert, K. G., & Scholderer, J. (2020). The visual ecology of product packaging and its effects on consumer attention. *Journal of Business Research*, 111, 187-195.
- Salnikova, E., & Grunert, K. G. (2020). The role of consumption orientation in consumer food preferences in emerging markets. *Journal of Business Research*, 112, 147-159.
- Schnettler, B., Hueche, C., Andrades, J., Ares, G., Miranda, H., Orellana, L., & Grunert, K. G. (2020). How is satisfaction with food-related life conceptualized? A comparison between parents and their adolescent children in dual-headed households. *Food Quality and Preference*, 86, 104021.
- Schnettler, B., Miranda-Zapata, E., Grunert, K. G., Grønhøj, A., Jiménez, P., Lobos, G., ... Hueche, C. (2020). Satisfaction with life, family and food in adolescents: Exploring moderating roles of family-related factors. *Current Psychology*.
- Schnettler, B., Miranda-Zapata, E., Grunert, K. G., Lobos, G., Lapo, M., & Hueche, C. (2020). Satisfaction with food-related life and life satisfaction: A triadic analysis in dual-earner families. *Cadernos de Saude Publica*, 36(3), [e00090619].
- Schnettler, B., Miranda-Zapata, E., Grunert, K. G., Lobos, G., Lapo, M., & Hueche, C. (2020). Testing the Spillover-Crossover Model between Work-Life Balance and Satisfaction in Different Domains of Life in Dual-Earner Households. *Applied Research in Quality of Life*.
- Schnettler, B., Miranda-Zapata, E., Grunert, K. G., Lobos, G., Lapo, M., & Hueche, C. (2020). Depression and satisfaction in different domains of life

- in dual-earner families: A dyadic analysis. *Revista Latinoamericana de Psicología*, 51, 199-209.
- Schnettler, B., Miranda-Zapata, E., Orellana, L., Bech-Larsen, T., & Grunert, K. G. (2020). The effects of actor-partner's meal production focus on satisfaction with food related life in cohabiting couples. *Food Quality and Preference*, 84, 103949.
- Videbæk, P. N., & Grunert, K. G. (2020). Disgusting or delicious? Examining attitudinal ambivalence towards entomophagy among Danish consumers. *Food Quality and Preference*, 83, [103913].
- Zhang, T., Grunert, K. G., & Yanfeng, Z. (2020). A values–beliefs–attitude model of local food consumption: An empirical study in China and Denmark. *Food Quality and Preference*, 83, [103916].
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- Temesi, Á., Bacsó, Á., Grunert, K. G., & Lakner, Z. (2019). Perceived correspondence of health effects as a new determinant influencing purchase intention for functional food. *Nutrients*, 11, 740.
- Banovic, M., Arvola, A., Pennanen, K., Duta, D. E., Brückner-Gühmann, M., Lähteenmäki, L., & Grunert, K. G. (2018). Foods with increased protein content: A qualitative study on European consumer preferences and perceptions. *Appetite*, 125, 233-243.
- Grunert, K. G., Hieke, S., & Juhl, H. J. (2018). Consumer wants and use of ingredient and nutrition information for alcoholic drinks: A cross-cultural study in six EU countries. *Food Quality and Preference*, 63, 107-118.
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Conference presentations

- Grunert, K. G. (2023). It's new, it's sustainable! Why consumers may not like sustainable alternative food products. Paper presented at Verso una alimentazione sostenibile, dal cibo biologico al novel food, Torino, Italy, October 16.
- Grunert, K. G. (2023). The role of trust in promoting sustainably sourced foods. Paper presented at Agricultural and Applied Economics Association Annual Meeting, Washington, DC, United States, July 23-25.
- Grunert, K. G. (2023). The role of trust in the appreciation of sustainability attributes in the choice of pork and broiler meat. Paper presented at European Association of Agricultural Economists, Rennes, Franc, August 29 – September 2.
- Grunert, K. G., Peschel, A. O., Tsalis, G. & Thomsen, K. (2023). Understanding consumers' ethical orientation in consumption choices – An application to meat products. Paper presented at the conference of the European Marketing Academy, Odense, May 23-26.
- Grunert, K.G. (2023). Can we learn to like sustainable food? The development of taste preferences over time. Paper presented at the International Food Marketing Research Colloquium, Prague, June 13-15.
- Grunert, K.G. (2022). The effect of the COVID-19 pandemic on food-related behaviors: Evidence from Europe. Paper presented at the conference of the Association for Agricultural and Applied Economics, Anaheim, CA, July 31-August 2.
- Grunert, K.G., Mulders, M., Brunsø, K. & Zhou, Y. (2022). Perceived customer value and loyalty for different customer journey segments: Insights from a study of fresh pork meat in China. Paper presented at *International Food Marketing Research Symposium*, San Antonio, TX, June 14-16.
- Grunert, K.G., Seo, H.-S., Hogan, V., Fang, D. & Nayga, R. (2022). Paper presented at the Eurosense conference, Turku, September 14-16.
- Grunert, K. G. (2022). *Consumer inferences from production and processing characteristics: A barrier to more sustainable food production?*. Paper presented at the 36th EFFoST International Conference, Dublin, November

7-10.

- Grunert, K. G. (2022). *Will consumers adopt whole grain products from alternative grains?*. Paper presented at the 8th International Conference on Dietary Fibre, Leuven, November 17-18.
- Temesi, A., Lakner, Z., Brunsø, K., Grunert, K. G., Dean, D., Lang, M., & Memory, J. (2022). Predicting food consumer and customer behaviour. Paper presented at *International Food Marketing Research Symposium*, San Antonio, TX, June 14-16
- Grunert, K. G., & Hesselberg, J. (2021). Does the quality conscious consumer really exist? How attitude-based segmentation is reflected in stated and revealed preferences for food products with special quality characteristics. Paper presented at the annual conference of the Agricultural and Applied Economics Association, Austin, August 1-3, 2021.
- Grunert, K.G. (2021). Health, sustainability and olive oil – creating value for consumers during the green transition. Paper presented at the 3rd International Symposium on Olive Oil & Health, Jaen, December 9-12, 2021.
- Grunert, K.G. (2019). Consumers and meat: Satisfaction, sustainability and self-indulgence. How does meat contribute to consumer well-being? Presented at the International Conference of Meat Science and Technology, Potsdam, Germany, August 5-6, 2019.
- Grunert, K.G. (2019). Consumer trust in the food value chain: A model for assessing consumer trust and evidence from a 5-country study in Europe. Presented at the International Food Marketing Research Symposium, Sippy Downs, Australia, June 12-14, 2019.
- Birch, D., Brunsø, K., Grunert, K.G., Memory, J., Temesi, A. & Lakner, Z. (2018). Progress on the revised module food-related lifestyle instrument (MFRL) - new insights from three countries. Paper presented at the International Food Marketing Research Symposium, Bournemouth, United Kingdom
- Grunert, K.G. & Videbæk, P.N. (2018). From disgusting to delicious: overcoming barriers to entomophagy among Danish consumers. Paper presented at the International Food Marketing Research Symposium, Bournemouth, United Kingdom
- Grunert, K.G. (2018). Consumer food quality perception and food choice: The rise of credence qualities and the role of labelling information. Paper presented at Food and Consumers: Current issues and future directions. Canterbury, United Kingdom.
- Grunert, K.G. (2018). Consumer perspective on plant-based protein products. Paper presented at Food Network: Plant-based enriched products, Aarhus, Denmark
- Grunert, K.G. (2018). Has the convenience trend peaked? Paper presented at Muscle Based Food Network Seminar: Packaging & cooking of convenience (meat) products, Aarhus, Denmark.
- Grunert, K.G., Zhou, Y., Huang, G. & Loebnitz, N. (2018). The effects of supermarket literacy on perceived risk and shopping trip satisfaction in China: The mediating role of branding. Paper presented at the International Food Marketing Research Symposium, Bournemouth, United Kingdom
- Mørk, T., Lähteenmäki, L. & Grunert, K.G. (2018). The effect of priming and shelf labelling on purchase probability of salt reduced food products - an in-store experiment. Paper presented at EUROSENSE 2018 - A sense of taste: Eighth European Conference on Sensory and Consumer Research, Verona, Italy
- Banovic, M., Nikolakis, G., & Grunert, K. G. (2017). *Future of protein foods: Co-creating plant-protein enriched foods with consumers*. Poster presented at XV EAAE Congress Towards Sustainable Agri-Food Systems: Balancing between Markets and Society, Parma, Italy.
- Grunert, K. G., & Loebnitz, N. (2017). *Let's be realistic: The impact of perceived brand authenticity and authentic advertisements on consumers' purchase intentions*. Paper presented at the conference of the European Marketing Academy, Groningen, Netherlands.

- Loebnitz, N., Hubert, M., & Grunert, K. G. (2017). *Now I get it: How manipulation of personal relevance facilitates prosocial behavior by means of personal distress*. Paper presented at the conference of the European Marketing Academy, Groningen, Netherlands.
- Orquin, J. L., Chrobot, N., & Grunert, K. G. (2017). *Predictable object locations enhance top down control of eye movements*. Paper presented at the conference of the European Marketing Academy, Groningen, Netherlands.
- Bjerge, H. H., Kolle, S., Kidmose, U., Andersen, B. V., Grønhøj, A., Grunert, K. G., & Byrne, D. V. (2016). *Elderly and stakeholder view on the effect of approved food service on quality of life, including eating enjoyment and functional capacity*. Presented at Seventh European Conference on Sensory and Consumer Research, Dijon, France.
- Grunert, K.G. (2016). *Consumer perception of healthfulness and sustainability and implications for the development of new food products and processes*. 30th EFFOST International Conference, Vienna, 28-30 November 2016.
- Grunert, K.G., Glanz-Chanos, V. & Forum, S. (2016). *Consumer reactions to animal welfare attributes in pig production in Germany and Poland*. International Food Marketing Research Symposium, Bologna, 13-14 June, 2016.
- Grunert, K.G., Zhou, Y. & Loebnitz, N. (2016). *The effect of supermarket literacy on perceived risk and shopping trip satisfaction in China: The mediating role of branding*. EMAC conference, Oslo, 22-27 May, 2016.
- Orquin, J.L., Lahm, E. Redere, L., Bagger, M.P. Tsalsis, G. & Grunert, K.G. (2016). *Effects of visual stimulus characteristics on attention to front-of-pack food product information*. AAEA Annual Meeting, Boston 31 July – 2 August, 2016.
- Aschemann-Witzel, J., & Grunert, K. G. (2015). *Danish consumer's reaction to resveratrol supplements or foods*. Poster presented at 11th Pangborn Sensory Science Symposium", Gothenburg, Sweden.
- Grunert, K. G., Zhou, Y., & Loebnitz, N. (2015). *Supermarket literacy and brand image in China*. Paper presented at Grunert, K. G., Zhou, Y., & Loebnitz, N. (2015). *Supermarket literacy and use of branding in China: The case of fresh meat*. Paper presented at 143th EAAE/AAEA Joint Seminar , Naples, Italy.
- Hoefkens , C., Hung , Y., Hieke, S., Grunert, K. G., & Verbeke, W. (2015). *Motivation outweighs ability in explaining European consumers' use of health claims*. Paper presented at 12th European Nutrition Conference, Berlin, Germany.
- Hung, Y., Hoefkens, C., Hieke, S., Grunert, K. G., & Verbeke, W. (2015). *Determinants of european consumers' motivation and ability to process health claims and symbols*. Paper presented at 143th EAAE/AAEA Joint Seminar , Naples, Italy.
- Loebnitz, N., & Grunert, K. G. (2015). *How „looks“ shape consumer response to food products*. Paper presented at European Marketing Academy Conference , Leuven, Belgium.
- Stancu, V., Grunert, K. G., Juhl, H. J., Casini, L., Contini, C., Romano, C., ... Lähteenmäki, L. (2015). *How to assess consumers' ability to interpret nutrition/health-related messages and their promised benefits*. Paper presented at International Society of Behavioral Nutrition and Physical Activity, Edinburgh, United Kingdom.
- Verneau, F., La Barbera, F., Amato, M., Del Giudice, T., & Grunert, K. G. (2015). *Bad news for the talking chrieket shortly to become Pinocchio's next meal*. Paper presented at 143th EAAE/AAEA Joint Seminar , Naples, Italy.
- Aschemann-Witzel, J., Grunert, K. G., & Bolton, L. E. (2014). *Fact or fiction?The impact of framing product information on consumer's attitude towards a food supplement..* Paper presented at European Marketing Academy, Valencia, Spain.
- Aschemann-Witzel, J., Grunert, K. G., & Bolton, L. E. (2014). *Nature sells best?: The influence of health-related information frames on health inferences and attitude*. Paper presented at International Congress of

- Applied Psychology (ICAP), Paris, France.
- Aschemann-Witzel, J., Grunert, K. G., & Bolton, L. E. (2014). Red Wine Wonder-Pill?: US and Danish Supplement Consumer's Reaction to Resveratrol. Paper presented at International Food Marketing Research Symposium, Aarhus, Denmark.
- Contini, C., Casini, L., Romano, C., Scozzafava, G., Juhl, H. J., Lähteenmäki, L., & Grunert, K. G. (2014). *Labelling information and decision-making: Influence of health claims on extra-vergin olive oil choices in Denmark and Italy*. Paper presented at International Food Marketing Research Symposium, Aarhus, Denmark.
- Grunert, K. G. (2014). *The interface between sensory research and consumer research*. Paper presented at Nordic Conference on Consumer Research, Vaasa, Finland.
- Huang, G., Grunert, K. G., Lu, D., & Zhou, Y. (2014). Chinese urban consumer segmentation based on modified food-related lifestyle. Paper presented at International Food Marketing Research Symposium, Aarhus, Denmark.
- Loebnitz, N., & Grunert, K. G. (2014). *The effect of food shape abnormality on purchase intentions in China*. Paper presented at Global Food Symposium, Göttingen, Germany.
- Loebnitz, N., & Grunert, K. G. (2014). The impact of subjective and objective knowledge on consumers risk perceptions and evaluation of food shape abnormalities. Paper presented at International Food Marketing Research Symposium, Aarhus, Denmark.
- Aschemann-Witzel, J., & Grunert, K. G. (2013). *Influence of information frames on consumer's health inference and attitudes towards a resveratrol food supplement*. Paper presented at the Norwegian Food Market Research Conference, Stavanger, Norway.
- Grunert, K. G. (2013). *Happy cows and unhappy consumers: Cognitive and affective effects of storytelling related to the production process of food products*. Paper presented at the International Food Marketing Research Symposium, Budapest, Hungary.
- Grunert, K. G., Hieke, S., & Wills, J. (2013). *Sustainability labels on food products: Consumer motivation, understanding and use*. Paper presented at the 134 th EAAE Seminar , Paris, France.
- Grunert, K. G., Perrea, T., & Kügler, J. (2013). *Measuring acceptance of new food product concepts: The role of cognitive mediation* . Paper presented at the 10th Pangborn Sensory Science Symposium, Rio de Janeiro, Brazil.
- Loebnitz, N., & Grunert, K. G. (2013). *Evaluative conditioning of consumer attitudes towards food technologies*. Paper presented at 4th EMAC Regional Conference Marketing Theory Challenges in Emerging Societies, St. Petersburg , Russian Federation.
- Loebnitz, N., & Grunert, K. G. (2013). *The effect of external and internal situational factors on the importance of process attributes when buying food products*. Paper presented at the International Food Marketing Research Symposium, Budapest, Hungary.
- Loebnitz, N., & Grunert, K. G. (2013). *The impact of food abnormality on consumers' taste, health, price, and quality expectations*. Paper presented at the International Food Marketing Research Symposium, Budapest, Hungary.
- Orquin, J. L., Lagerkvist, C. J., Grunert, K. G., & Scholderer, J. (2013). *Modular cognitive processes can account for discrepancies in risk attitudes and risk behavior*. Paper presented at the 22nd Annual Conference of the Society for Risk Analysis Europe, Trondheim, Norway.
- Schuitema, G., Loebnitz, N., & Grunert, K. G. (2013). *Who buys misshaped food? The effect of identities and problem awareness on buying intentions*. Paper presented at the 10th Biennial Conference on Environmental Psychology, Magdeburg, Germany.
- Grunert, K. G. (2012). Ny nordisk - økonomisk fup eller fidus. Paper presented at Nyt, Nordisk & Naturligt, Aarhus, Denmark.
- Perrea, T., Grunert, K. G., Hammershøj, M., Wiking, L., Nielsen, J. H., &

- Andersen, U. (2012). *How communication of new technologies can affect value perception of food products*. Poster presented at InSPIRE conference Konkurrencekraft til dansk fødevareresektor, København, Denmark.
- Aschemann-Witzel, J., Grunert, K. G., van Trijp, H., Bialkova, S., Raats, M., Hodgkins, C., & Koenigstorfer, J. (2012). *Farbkennzeichnung, Texterläuterung oder GDA? Der Einfluss zusätzlicher Elemente in Nährwertlabels auf die gesunde Lebensmittelwahl*. Poster presented at Congress of German Nutrition Society, Freising-Weihenstephan, Germany.
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