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Employment record

October 2019 –	<i>Associate professor, MAPP, Department of Management, Aarhus University</i>
July 2016 – Sep. 2019	<i>Assistant professor, MAPP, Department of Management, Aarhus University</i>
June 2015 – June 2016	<i>Post.doc., MAPP, Department of Management, Aarhus University</i>
March-June 2015	<i>Research assistant, MAPP, Department of Business Administration, Aarhus University</i>
Sep. – Dec. 2011	<i>Visiting PhD at Department of Psychology, University of Bath, United Kingdom</i> Participated in the research group of Professor Bas Verplanken.
August 2010 – Feb. 2015	<i>PhD student, MAPP, Department of Marketing and Statistics, Aarhus University</i> (Maternity leave Sep. 2012-June 2013, child's sick leave Feb-April, July-Dec. 2014).
October 2008 – July 2010	<i>Research Assistant, MAPP, Department of Marketing and Statistics, Aarhus University</i> (Maternity leave Dec. 2008 – Nov. 2009).
October 2003 – Sep. 2007	<i>Project manager, Geelmuyden.Kiese (Communication agency), Copenhagen</i> (Maternity leave Oct. 2006 – Sep. 2007)

Educational degrees

28.5. 2015	<i>PhD in Business Administration, Department of Business Administration, Aarhus University</i> Title of dissertation: Adolescents' healthy eating – a socio-cognitive approach to studying consumer socialization and behaviour change.
24.5. 2005	<i>Cand. Scient. Pol., Department of Political Science, Copenhagen University</i>

Research areas Consumer behaviour, Marketing, Social media, Sustainability, Health, Families

Teaching areas Marketing Management, Marketing communication, Social Media Marketing, supervision of bachelor projects, master theses, PhD theses

Selected publications

Pedersen, S., Benson, T., Tsalis, G., Futtrup, R., Dean, M. & Aschemann-Witzel, J. (2024). What consumers want in a sustainability food label: Results from online co-creation workshops in the UK, Ireland and Denmark. *Frontiers in Sustainability*, 4. [10.3389/frsus.2023.1342215](https://doi.org/10.3389/frsus.2023.1342215)

Mouritzen, S. L. T., Penttinen, V. & **Pedersen, S. (2023).** Virtual Influencer Marketing: The Good, the Bad, and the Unreal. *European Journal of Marketing*, 58 (2), 410-440. [10.1108/EJM-12-2022-0915](https://doi.org/10.1108/EJM-12-2022-0915)

Li, Y., Zhang, Z., **Pedersen, S.**, Liu, X. & Zhang, Z. (2023). The influence of relative popularity on negative fake reviews: A case study on restaurant reviews. *Journal of Business Research*, 162, 113895. [10.1016/j.jbusres.2023.113895](https://doi.org/10.1016/j.jbusres.2023.113895)

Pedersen, S., Zhang, T., Zhou, Y., Aschemann-Witzel, J., & Thøgersen, J. (2023). Consumer attitudes towards imported organic food in China and Germany: The Key Importance of Trust. *Journal of Macromarketing*, 43(2), 233–254. [10.1177/02761467221077079](https://doi.org/10.1177/02761467221077079)

Pedersen, S., Aschemann-Witzel, J., Thøgersen, J. (2018). Consumers' evaluation of imported organic food products: The role of geographical distance. *Appetite*, 130, 134-145. [10.1016/j.appet.2018.08.016](https://doi.org/10.1016/j.appet.2018.08.016)

Pedersen, S., Sniethotta, F. F., Sainsbury, K., Evans, E., Marques, M. M., Stubbs, R. J., Heitmann, B. L., Lähteenmäki, L. (2018). The complexity of self-regulating food intake in weight loss maintenance. A qualitative study among short- and long-term weight loss maintainers. *Social Science & Medicine*, 208, 18-24. [10.1016/j.socscimed.2018.05.016](https://doi.org/10.1016/j.socscimed.2018.05.016)

Pedersen, S., Grønhøj, A., Thøgersen, J. (2016). Texting your way to healthier eating? Effects of participating in a feedback-intervention using text messaging on adolescents' fruit and vegetable intake. *Health Education Research*, 31 (2), 171-184. [10.1093/her/cyv104](https://doi.org/10.1093/her/cyv104)

Pedersen, S., Grønhøj, A., Thøgersen, J. (2015). Following family or friends. Social norms in adolescent healthy eating. *Appetite*, 86, 54-60. [10.1016/j.appet.2014.07.030](https://doi.org/10.1016/j.appet.2014.07.030)

Selected projects

PIER (Plant-based food Ingredients to be Egg Replacers), Innovation Fund Denmark, 2024-2028

CircleHealth (Circularity of plastics and textiles in the healthcare sector), Innomission 4, Innovation Fund Denmark, 2022-2026

FoodSusUnd (Food sustainability understanding in the Nordic-Baltic region as a basis for a labelling framework in Europe), Nordic Council of Ministers, 2022

Trustfood (Building a business model to enhance consumer trust and influence decision-making using a sustainability transparency labelling system), EIT Food, 2020

SOMDwIT (Sustainable Organic Market Development with International Trade), GUDP, 2016-2017

NoHow (Evidence-based tools for weight loss maintenance), EU Horizon, 2015-2017)

Step-by-Step (Step-by-step improvements of children's preferences towards healthier foods), Danish Strategic Research Council, 2008-2010

Awards

Teacher of the Year, Department of Management, 2021-2022

Positions of trust

2024 – now	<i>Member of MGMT's research committee</i>
2017 – now	<i>Post.doc./assistant professor/associate professor representative at the Department Council, Department of Management, Aarhus University</i>
2012-2015	<i>PhD representative at the Department Council, Department of Business Administration, Aarhus University</i>
2010-2011	<i>Member of the PhD Council at Aarhus School of Business</i>

Contributions to the scientific community

I serve as reviewer for Journal of Business Research, European Journal of Marketing, Food Quality and Preferences, Food Policy, Journal of Consumer Behaviour, Public Health Nutrition, Social Influence, Social Theory and Health, Appetite, Journal of Consumer Policy, EMAC, AMS.

I co-organised the Second Summer School on Theories in Environmental and Economic Psychology in 2012, I have been the chair of a number of PhD committees and participated in several employment committees since 2019.