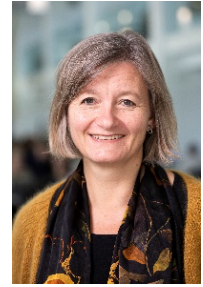


## CV, ALICE GRØNHØJ, PHD, ASSOCIATE PROFESSOR

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### Scientific Focus Areas

Alice Grønhøj's focus area is on children, adolescents, and 'the family' as consumers, on consumer socialisation and on intergenerational relations and the transmission of (sustainable) consumer behaviour. Related areas of interest include social marketing and 'nudging' strategies, social norms, values, consumer identity, and behavioral change strategies. Alice's research is mainly centered around sustainability, nutrition, and healthy eating, and often uses mixed methods approaches in which a combination of qualitative and quantitative research methods are applied.

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### Education

- 1995 MSc Business Administration (International Marketing), SDU, Odense  
(maternity leave 2x1 year)
- 2002 PhD in Business Administration (Consumer Behaviour, sustainable consumption in families), Aarhus University

### Current and Recent Positions

- 2007- Associate professor, Dept. of Management, BSS, Aarhus University
- 2008-2009 Visiting Scholar, San Francisco State University, California
- 2003-2007 Assistant professor, Dept. of Marketing and Statistics, Aarhus School of Business, Aarhus University (maternity leave March 2003-January 2004)
- 1997-2002 PhD student and research assistant, Aarhus School of Business, Aarhus University

### Research Management Experience (selected)

- 2021-2025 Meet the family. A family and transition stage approach to sustainable food consumption. Independent Research Fund Denmark (DRF) Green Transition Grant (PI)
- 2021 Novel food ingredients for consumers to increase the sustainability of food systems. EIT Food Proof of Concept (PI)
- 2018-2022 Edulia. Bringing down barriers to children's healthy eating. Horizon 2020 Marie Skłodowska-Curie Innovative Training Networks (PI)
- 2015-2019 Integrated Baltic Offshore Wind Electricity Grid Development. Funded by EU Interreg

- 2013- A number of projects commissioned by the Ministry of Food and Environment to support public policy and decision making and communication to consumers about food related issues, particularly relating to sustainability and healthy eating (Myndighedsbetjening)
- 2008-2009 Intergenerational transmissions of environmentally related consumption behaviours: A comparison of the US and Denmark. Danish Agency for Science, Technology and Innovation (FSE) (PI)
- 2005-2010 FEEDBACK motivated electricity saving in the home based on visualization and new measurement technique. Dansk EnergiNet (participant)
- 2003-2007 Young consumers' environmental consumer socialization. Danish Social Science Research Council (SSF)(PI/post doc)

### **Prizes/Awards**

- 2014 Highly Commended Award Winner for the paper *Grønhøj, A., Bech-Larsen, T., Chan, K. & Tsang (2013) "Using theory of planned behavior to predict healthy eating of Danish adolescents"*. Literati Network Awards for Excellence 2014.
- 2012 Highly Commended Award Winner for the paper *Chan, K., Prendergast, Grønhøj, A. & Bech-Larsen (2011) "Danish and Chinese adolescents' perceptions of healthy eating and attitudes toward regulatory measures"*. Literati Network Awards for Excellence 2012.

### **Supervision and Assessment of PhD Students**

Main and co-supervision for 6 PhD students (completed), main supervisor for 2 PhD students (present). External member of supervisory panel for PhD student at UC Louvain, Belgium  
 PhD assessments (selected) Oxford Brookes University (2020), Helsinki University (2020), University of Jyväskylä (2017), Norwegian University of Life Sciences (2016), Tromsø School of Business and Economics (2015).

### **Other academic and non-academic activities (selected)**

Hub-Co-coordinator (Health-hub) for START initiative (across all Danish Universities) on Inclusive, Integrative, Interdisciplinary transition of the food system (2022-)  
 Grant proposal reviewer for e.g., Norwegian Research Council on Climate research, The DK Cancer Association, Netherland's Organisation for Scientific Research  
 Scientific Advisory Board for reading ability project on Nutfield Foundation project (2018-2020)

### **Reviews and editorial activities (selected)**

Journal of Business Research, Psychology & Marketing, Journal of Consumer Policy, Food Quality & Preference, Appetite, Journal of Marketing Management, Journal of Economic Psychology, Journal of Environmental Psychology, Food Policy, Journal of Marketing Communications, Nature,

Nature Energy, International Journal of Consumer Studies, Journal of Consumer Behaviour, Environment and Behavior, Journal of Health Psychology, Young Consumers, Young.

### **Publications (selected)**

- Hesselberg, J., Pedersen, S., & **Grønhøj**, A. (2024). Meat reduction meets family reality: Negotiating sustainable diets in households with adolescents. *Appetite*, 195, 107213.
- Varela, P., De Rosso, S., Ferreira de Moura, A., Galler, M., Phillipe, K., Pickard, A., Ragelienė, T., Sick, J., Van Nee, R., Almlı, V., Ares, G., **Grønhøj**, A., Spinelli, S., & van Kleef, E. (2023). Bringing down barriers to children's healthy eating: a critical review of opportunities, within a complex food system. *Nutrition Research Reviews*, 1-21.
- Moura, A. F., **Grønhøj**, A., & Aschemann-Witzel, J. (2023). Spicing up food interactions: Development of a healthy food education activity targeting fathers and their young children. *Journal of Human Nutrition and Dietetics*. 36(5), 1795-1810.
- Grønhøj**, A., & Hubert, M. (2022). Are we growing a green generation? Exploring young people's pro-environmental orientation over time. *Journal of Marketing Management*, 38(9-10), 844-865.
- Philippe, K., Chabanet, C., Issanchou, S., **Grønhøj**, A., Aschemann-Witzel, J., & Monnery-Patris, S. (2022). Parental feeding practices and parental involvement in child feeding in Denmark: Gender differences and predictors. *Appetite*, 170, 105876.
- Ragelienė, T., Aschemann-Witzel, J., & **Grønhøj**, A. (2022). Efficacy of a smartphone application-based intervention for encouraging children's healthy eating in Denmark. *Health Promotion International*, 37(1).
- Grønhøj**, A and Gram, M (2021). Researching family food decision making processes: highlights, hits and pitfalls when including young children's perspectives. *Qualitative Market Research: An International Journal*, 24(1), 63-81.
- Randers, L., **Grønhøj**, A., & Thøgersen, J. (2021). Coping with multiple identities related to meat consumption. *Psychology & Marketing*, 38(1), 159-182.
- Grønhøj**, A. and Gram, M. (2020). Balancing health, harmony and hegemony: Parents' goals and strategies in children's food related consumer socialization. *International Journal of Consumer Studies*, 44(1), 77-88.
- Ragelienė, T., & **Grønhøj**, A. (2021). The role of peers, siblings and social media for children's healthy eating socialization: A mixed methods study. *Food Quality and Preference*, 93, 104255.
- Ragelienė, T., & **Grønhøj**, A. (2020). Preadolescents' healthy eating behavior: peeping through the social norms approach. *BMC public health*, 20(1), 1-14.
- Ragelienė, T. and **Grønhøj**, A. (2020). The influence of peers' and siblings' on children's and adolescents' healthy eating behavior. A systematic literature review. *Appetite*, 148, 104592.
- Grønhøj** A and Thøgersen J (2017). Why young people do things for the environment. The role of parenting for adolescents' motivation to engage in pro-environmental behaviour. *Journal of Environmental Psychology*, 4, 11-19.
- Pedersen, S, **Grønhøj** A and Thøgersen J (2016). Texting your way to healthier eating? Effects of a feedback-intervention using text messaging to increase adolescents' fruit and vegetable intake. *Health Education Research* 31(2): 171-184.
- Pedersen S, **Grønhøj** A and Thøgersen J (2015). Following family or friends: Social norms in

adolescent healthy eating. *Appetite* 86: 54-60.

**Grønhøj** A and Thøgersen J (2012). Action speaks louder than words: The effect of personal attitudes and family norms on adolescents' pro-environmental behavior. *Journal of Economic Psychology* 33(1): 292-302 (**BFI 1**)

**Grønhøj** A and Bech-Larsen T (2010). Using vignettes to study family consumption processes. *Psychology & Marketing* 27(5): 445-464.