

CURRICULUM VITAE (December 2018)

Mohammed Hussen Alemu

Office address

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Personal

Citizenship: Ethiopian
Place of birth: Dessie, Ethiopia
Residence: Denmark (permanent)
Married, one child (2 years)

Education

Institution and location	Degree	Date obtained	Field of study
Mekelle University, Ethiopia	BSc	16 July 2006	Natural Resource Economic and Management
University of Copenhagen, Denmark	MSc	10 August 2010	Environmental and Natural Resource Economics
University of Copenhagen, Denmark	PhD	11 October 2017	Environmental and Resource Economics with concentration in food and consumer economics

Other training

Teacher Training Program, Aarhus University, Denmark (Scheduled for January 2019 – June 2019)
Field Experiment, University of Copenhagen, Denmark (August 2016)
Philosophy of Science and Research Ethics, University of Copenhagen, Denmark (May 2016)
Introduction to University Pedagogy, University of Copenhagen, Denmark (May 2014)
Discrete Choice Analysis: Predicting Demand and Market Shares, EPFL, Lausanne, Switzerland (March 2014)
The Art of Writing, University of Copenhagen, Denmark (February 2014)

Area of expertise and research interests

- Behavioral economics of food consumption
- Microeconomics
- Applied econometrics
- Consumer behavior analysis in marketing
- Economic valuation and preference elicitation
- Discrete choice modeling
- Validation of stated preference methods
- Field surveys and experiments
- Project management
- Sustainable development and climate change

Employment

Postdoctoral Researcher , Department of Economics and Business Economics, Aarhus University, Denmark	2018 – Present
PhD Fellow , Department of Food and Resource Economics, University of Copenhagen Denmark	2014 – 2017
Scientific Assistant in Environmental Economics , Department of Environmental Sciences, Aarhus University, Denmark	2011 – 2013
Graduate Assistant , Mekelle University, Ethiopia	2006 – 2008

Teaching and student supervision experience (continue next page)

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| 1 | Lecturer, Sustainable Economics course, bachelor level (ongoing) | Ongoing |
| 2 | Course assistant for Applied Econometrics course at master level | September 2016 |
| 3 | Assistant lecturer for Economic Valuation Methods and Cost-Benefit Analysis course at master level | February – April 2016 |
| 4 | Course assistant for Environmental and Natural Resource Economics course at bachelor level | February – April 2016 |
| 5 | Course assistant for applied econometrics course at bachelor level | October 2015 |
| 6 | Co-supervisor for Ute Siepmann Master's Thesis: <i>Insects as feed in Denmark</i> | June – December 2014 |
| 7 | Co-supervisor for Malena Sigurgeirsdottir Master's Thesis: <i>Eating insects: a sustainable livelihood assessment of insect consumption and harvesting in Kenya, Kakamega</i> | November 2015 – June 2016). |
| 8 | Co-supervisor for Marcelo Ling Tosta da Silva Master's Thesis: <i>Applied cost-benefit analysis using contingent valuation method – empirical observation on a coastal erosion remediation project</i> | December 2016 – June 2017 |
| 9 | Graduate Assistant, Mekelle University, Ethiopia | August 2006 – August 2008 |

Project Experience

1. Title of project: SafeConsumE: Safer food through changed consumer behavior: Effective tools and products, communication strategies, education and a food safety policy reducing health burden from foodborne illnesses
Funder: European Union Horizon 2020
Dates of funding: May 1 2017 – April 30 2020
Principal Investigator: Dr. Solveig Langsrud
Role: Participant as postdoctoral researcher
2. Title of project: GREEiNSECT – Insects for green economy in developing countries
Funder: Danish International Development Assistance (DANIDA), Ministry of Foreign Affairs of Denmark.
Dates of funding: January 1, 2014-December 31, 2017
Principal Investigator: Associate Professor Nanna Roos, University of Copenhagen
Role: participant as a PhD Fellow
3. Title of project: IMAGE - Integrated management of agriculture, fishery, environment and economy – a strategic research alliance
Funder: Danish Council for Strategic Research. Dates of funding: January 1, 2010 – December 31, 2015.
Principal investigator: Professor Bo Riemann
Role: participant as a scientific assistant

International research experience

Field work in Kenya (7 months from October 2014 to April 2015)

Publication and citation statistics

1. *Google Scholar* (December, 2018), 12 listed documents, 357 citations, h-index: 7
<https://scholar.google.dk/citations?user=Sa33lvoAAAAJ&hl=en>
2. *Scopus* (December, 2018), 7 listed documents, 89 citations, h-index : 4
<https://www.scopus.com/authid/detail.uri?authorId=55338709100>

List of publications

Articles in scientific journals and book chapter

1. **Alemu, M. H.** and Olsen, S. B. (2018). Can a Repeated Opt-Out Reminder remove hypothetical bias in discrete choice experiments? An application for consumer valuation of novel food products. *European Review of Agricultural Economics*, 45, 749-782. <https://doi.org/10.1093/erae/jby009>.
2. **Alemu, M. H.** and Olsen, S. B. (in press). Linking consumers' food choice motives to their preferences for insect-based food products: An application of Integrated Choice and Latent Variable model in an African context. *Journal of Agricultural Economics*, <https://doi.org/10.1111/1477-9552.12285>.
3. Pambo, K.O., Okello, J.J, Mbeche, R., Kinyuru, J. and **Alemu, M.H.** (2018). The role of product information on consumer sensory evaluations, expectations, experiences and emotions of cricket-flour-containing buns. *Food Research International*, 106, 532-541. <https://doi.org/10.1016/j.foodres.2018.01.011>
4. **Alemu, M.H.**, and Olsen, S.B. (2018). Kenyan consumers' experience of using edible insects as food and their preferences for selected insect-based food products. In Halloran, A., Flore, R., Roos, N. & Vantomme, P. (Eds.) *Edible Insects in Sustainable Food Systems*. Springer Academic Press, New York.
5. **Alemu, M. H.**, Olsen, S. B., Vedel, S. E., Kinyuru, J. N., & Pambo, K. O. (2017). Can insects increase food security in developing countries? An analysis of Kenyan consumer preferences and demand for cricket flour buns. *Food Security*, 9(3), 471-484. <https://doi.org/10.1007/s12571-017-0676-0>
6. **Alemu, M. H.**, Olsen, S. B., Vedel, S. E., Pambo, K. O., & Owino, V. O. (2017). Combining product attributes with recommendation and shopping location attributes to assess consumer preferences for insect-based food products. *Food Quality and Preference*, 55, 45-57. <https://doi.org/10.1016/j.foodqual.2016.08.009>
7. Evans, J., **Alemu, M. H.**, Flore, R., Frøst, M. B., Halloran, A., Jensen, A. B., . . . Eilenberg, J. (2015). 'Entomophagy': an evolving terminology in need of review. *Journal of Insects as Food and Feed*, 1(4), 293-305. <https://doi.org/10.3920/JIFF2015.0074>
8. Ahtiainen, H., Artell, J., Czajkowski, M., Hasler, B., Hasselström, L., Huhtala, A., Jürgen, M., James, S., Tore, S., **Alemu, M. H.**, . . . Semeniene, D. (2014). Benefits of meeting nutrient reduction targets for the Baltic Sea – a contingent valuation study in the nine coastal states. *Journal of Environmental Economics and Policy*, 3(3), 278-305. <https://doi.org/10.1080/21606544.2014.901923>
9. **Alemu, M. H.**, Mørkbak, M., Olsen, S., & Jensen, C. (2013). Attending to the Reasons for Attribute Non-attendance in Choice Experiments. *Environmental and Resource Economics*, 54(3), 333-359. <https://doi.org/10.1007/s10640-012-9597-8>

Papers in review

1. **Alemu, M. H.** and Olsen, S. B. Investigating the impacts of taste and peer effects on consumers' willingness to pay for novel food products. In *Agribusiness: An International Journal*
2. Peschel, A.O, Grebitus, C., **Alemu, M.H.** Hughner, R.S. Personality traits and production method labeling – A latent class approach. In *Food Quality and Preference*

Working papers

1. **Alemu, M. H.**, Sigurdsson, V., Fagerstrøm, A. and Foxall, G. R. E-commerce for the Seafood Industry: What Business are we Really in? Being prepared for *Managerial and Decision Economics*
2. Sigurdsson, V., Larsen, N.M., **Alemu, M.H.**, Gallogly, J.K., Menon, R.G.V. and Fagerstrøm, A. Combining choice based conjoint analysis and in-store experiments to estimate the importance of social influence on the purchase of fresh food products

PhD Thesis

1. Consumer preference and demand for insect-based food products in developing countries: Empirical perspectives on consumer heterogeneity, tasting experience, peer influence and value elicitation methods.

Reports

1. Münke-Svendsen, C., **Alemu, M.H.**, Olsen, S.B., Pambo, K., and Roos, N. (2017). Kenyan consumer preferences, attitudes and intentions to consume insect-based food products. GREEiNSECT Technical Brief #3, Copenhagen Denmark.
2. Maes, J., Hauck, J., Paracchini, M. L., Ratamäki, O., Termansen, M., Perez-Soba, M., Kopperoinen, L., Rankinen, K., Schägner, J. P., Henrys, P., Cisowska, I., Zandersen, M., Jax, K., Notte, A. L., Leikola, N., Pouta, E., Smart, S., Hasler, B., Lankia, T., Andersen, H. E., Lavalle, C., Vermaas, T., and **Alemu, M. H.**, et al. (2012). A spatial Assessment of ecosystem services in Europe: Methods, case studies and policy analysis. Phase 2, PEER Report No. 4. Ispra: Partnership for European Environmental Research.
3. Hertel, O., Nordstrøm, C., Massling, A., Nøjgaard, J.K., Monies, C., Skov, H., Bossi, R., Ellermann, T., Hasler, B., **Alemu, M.H.**, and Martinsen, L. (2013). Services to support the review of the thematic strategy on air pollution: assessment of the AQUILA recommendations for the revision of the current air quality legislation. Client: European Commission, DG Environment.
4. Brandt, J., Olesen, H.R., **Alemu, M.H.**, Martinsen, L., Hasler, B., and Hertel, O. (2013). Services to support the review of the thematic strategy on air pollution: assessment of the FAIRMODE recommendations for the revision of the current air quality legislation. Client: European Commission, DG Environment.

Conferences and seminars

1. Kenyan consumers' preferences willingness-to-pay and potential demand for insect-based food products. Presented at The Second International Conference on Insects to Feed the World, China, Wuhan, May 15 – 18, 2018.
2. Linking consumers' food choice motives to their preferences for insect-based food products: An application of Integrated Choice and Latent Variable model in an African context. Presented at Economics seminar at Department of Economics and Business Economics, Aarhus University, Denmark, March 22, 2018.
3. Can a Repeated Opt-Out Reminder remove hypothetical bias in discrete choice experiments? An application to consumer valuation of novel food products. Presented at International Choice Modeling Conference, South Africa, Cape Town, April 3 – 5, 2017.
4. Can a Repeated Opt-Out Reminder remove hypothetical bias in discrete choice experiments? An application to consumer valuation of novel food products. Presented at European Association of Agricultural Economists Seminar "*Valuation Methods in Agro-food and Environmental Economics*", Spain, Barcelona, June 30 – July 1, 2016.
5. Can a Repeated Opt-Out Reminder remove hypothetical bias in discrete choice experiments? An application to consumer valuation of novel food products. Presented at the weekly behavioural economics seminar at Department of Food and Resource Economics, University of Copenhagen, Denmark, June 15, 2016.

6. Consumer acceptance and willingness to pay for edible insects as food in Kenya. Paper presented at "Det Miljøøkonomiske Råds Konference (The Danish Environmental Economic Council conference)", Copenhagen 27-28 August, 2015.
7. Consumer willingness to pay for edible insects as food in Kenya. Research proposal presented at "The Insects to Feed the World conference", Wageningen 14-17 May, 2015.
8. Attending to the reasons for attribute non-attendance in choice experiments. Presented at "Det Miljøøkonomiske Råds Konference (The Danish Environmental Economic Council conference)", Copenhagen 26-27 August, 2013.

Professional services

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| 1 | Member, European Association of Agricultural Economists | 2016 - 2017 |
| 2 | Member, European Association of Environmental and Resource Economists | 2016 – 2017 |
| 3 | Member, Agricultural Economics Society | 2017 |
| 5 | Occasional reviewer: BMJ Open, British Food Journal, Food Security, Journal of insects as Food and Feed, Journal of Applied Economics, Environment and Resource Economics, Food Research International, African Journal of Agricultural Research, Food Science & Nutrition, journal of Food Products Marketing, Journal of Consumer Affairs | 2013 – present |

Fellowships and awards

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| 1 | Best student award in Bachelor of Science in Natural Resource Economics and Management | 2006 |
| 2 | Danish Government Scholarship for outstanding students from developing countries | 2008 |
| 3 | PhD stipend from Danish International Development Agency, Ministry of Foreign Affairs of Denmark | 2014 |

Computer and Software skills:

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1. Experienced user of R, STATA, BIOGEME, NLOGIT, Latent GOLD choice, EndNote
 2. Familiar with SAS and MATLAB
 3. Daily user of Microsoft office products
 4. Keen user of internet

Language skills

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1. I speak and write Danish at a high level
 2. I speak and write English fluently
 3. My mother tongue is Amharic

References

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