

Professor

Liisa Lähteenmäki is professor at [Department of Management](#). She is also connected to [MAPP](#) – Centre for research on customer relations in the food sector.

Research areas

Consumer behaviour (e.g. consumer decision making, promoting behaviour change), factors influencing consumers' food and meal choices, perception of health-related messages, sustainable and responsible consumer behaviour (e.g. food waste), acceptability of new innovations and technologies, integrating consumer insight and communication challenges in innovation processes

Academic training

PhD (Psychology) University of Birmingham, UK, 1991

MSc (Nutrition) University of Helsinki, 1985

Academic experience

2008-: Professor of Consumer Behaviour and Food Choice, Department of Management, Aarhus BSS, Aarhus University

1997-2008: Chief Research Scientist and leader of Consumer studies –group at VTT Technical Research Centre of Finland

1996-1997: Acting Associate Professor at University of Helsinki

1991-1996: Research Fellow at University of Helsinki

Practical experience

1986-1987: Nutrition expert at the Centre for Countrywomen and Homemakers

Main current and recent research projects

2014-2018: **MooDFOOD**: Multi-country collaborative project on the role of Diet, Food-related behaviour, and Obesity in the prevention of Depression. European Commission FP7 Programme. Grant agreement no: 613598. *Studying the role of food-related activities in depressive symptoms and quality of diet.*

2015-2019: **NoHoW** – Barriers and facilitators in weight loss maintenance. Funded by EU Horizon 2020, Grant agreement no: 643309. *Evidence-based ICT tools for weight loss maintenance.*

2013-2016: **REDICLAIM**: Reduction of Disease risk CLAIMs on food and drinks. European Commission FP7 Programme. Grant agreement no: 603036; *Studying the role of health claims in EU legislation, European innovation and health promotion.*

2012-2016: **CLYMBOL** - Role of health-related claims and symbols in consumer behaviour. European Commission FP7 Programme. Grant agreement no: 311963. *How to measure consumer understanding of health claims and what is the role of health claims in consumers' food choices.*

2011-2014: **SensWell**- Sensory food satisfaction in promoting healthy and sustainable eating behaviour. Funded by DSF-SFV. WP leader on *meal satisfaction studies*.

2011-2015: **FIAF** - Milk in regulating lipid metabolism and overweight. Uncovering milk's ability to increase expression and activity of fasting-induced adipose factor. Funded by DSF-SFV. WP leader *on consumer studies*.

2012-2014: **Connect4Action** - Strategies for improving communication between social and consumer scientists, food technology developers and consumers. Funded by EU. *Improving communication in the innovation process and developing a conceptual framework for external and internal communication processes in relation to novel food technologies.*

Other activities

2015 – European Technology Platform: Food4Life; Member of the Leader Team

2015 – Member of the Executive committee of Pangborn Sensory Science Symposia

2012 - Co-executive editor in *Appetite*

2008 – Editorial Advisory Board of *Food Quality and Preference*

Overview of publication and dissemination activities

- Over 95 original peer-reviewed international papers
- 12 book chapters and 25 conference proceedings and published working papers
- Over 40 oral presentations in international scientific meetings
- Over 100 articles and presentations in workshops and for professionals (both in Finnish and English)