

## Curriculum Vita Jessica Aschemann-Witzel

### Personal data

Email. [jeaw@mgmt.au.dk](mailto:jeaw@mgmt.au.dk)  
Web. <http://pure.au.dk/portal/en/jeaw@mgmt.au.dk>  
Citizenship: German  
Birthday/-place: 30.03.1976, Monterrey, Mexico

Languages (excl. German): Proficient in English, Danish, Spanish



### Work experience

01.2014 –02.2014 - Visiting scholar, project 'The ecology of food perception' at the Centre for Advanced Study at the Norwegian Academy of Science and Letters, Oslo  
07.2012 – now: Associate Professor, MAPP Centre of Research on Value Creation in the Food Sector and Department of Management (formerly Department of Business Administration / Marketing and Statistics), Aarhus School of Business and Social Sciences BSS (formerly Aarhus School of Business, ASB), Aarhus University  
11.2010-06.2012 - Assistant Professor (as above)  
04.2009-10.2010 - Postdoctoral Researcher (as above)  
03.2004 – 01.2009 – Research assistant and PhD student, University of Kassel, Agricultural and Food Marketing (with maternity/parental leave 04.2005 – 08.2005 and 06.2007 – 11.2007)  
12.2002 –02.2004 - Research assistant, Research Institute Organic Agriculture (FiBL), Switzerland

### Educational degrees

27.02.2009 - Dr. agr., Organic Agricultural Sciences, University Kassel (magna cum laude)  
29.09.2002 - Dipl.-Ing. agr., Agricultural Sciences, University Giessen (Grade: 1.3)  
16.05.1995 - High School Diploma (Abitur), (Grade: 1.8)

### Internships and voluntary work

08.2001-10.2001 - Stiftung Ökologie & Landbau (Foundation Ecology & Agriculture), Bad Dürkheim  
08.2000-09.2000 - German Agency for International Cooperation, GIZ (formerly Stiftung für internationale Entwicklung, DSE), Bonn  
12.1999-03.2000 - Development project 'Fupagema', Cochabamba, Bolivia  
10.1998-10.1999 - Internships on three agricultural farms in Hessen/Germany, finalised with 'Praktikantenprüfung Landwirtschaft' (internship certificate)  
08.1995-07.1996 – Voluntary worker at Proyecto Salesiano Tijuana, Tijuana, Mexico

## Scientific interests

I am interested in researching the marketing and consumer behaviour challenges along the supply chain of fast moving consumer goods in general and food in specific, especially issues around health and sustainability and opportunities for improvements to the benefit of society.

Examples are development and marketing of health-related food such as functional foods with health claims, nutritional labelling issues, social marketing for healthier eating, organic food supply chains and consumer behaviour, 'ethical' consumer trends, global sustainable consumption challenges and the policy implications arising from these issues.

## Grants and research project experience

"Kartoffel proteiner - udfordringer og industrielle muligheder" (proPOTATO), Innovationsfonden, 03.2016 – now. DKK 2.069.848 (269.080 Euro).

"The dual relation between food pricing and consumer-related food waste: Part of the problem as well as the solution?" (WASTEPROM), AU Forskningsfonden, 01.2016 – now. DKK 2.186.501 (284.245 Euro).

"Consumers in a sustainable food supply chain: understanding barriers and facilitators for acceptance of visually suboptimal foods" (COSUS), Danish Strategic Research Council / European ERA-Net SUSFOOD, 06.2014-now, DKK 1.304.207 (174.773 Euro).

"Long term investigation of resveratrol" (LIRMOI), Danish Strategic Research Council, 2011-2015.

"Interventions to Promote Healthy Eating Habits" (EATWELL), EU FP7, 2009-2013.

"Food labelling to advance better education for life" (FLABEL), EU FP7, 2008-2012.

"The impact of health claims on buying behaviour: Differences between organic and conventional foods", Federal Organic Farming Scheme (BOEL), 2007-2009.

"The influence of health claims on the buying behaviour of consumers", German Research Foundation (DFG), 2006-2009.

„Economic evaluation of organically managed large-scale farms in eastern Germany“, Federal Organic Farming Scheme (BOEL), 2002-2004.

## Teaching and supervision

At University of Kassel: International food markets and marketing, supply chain management, and marketing research methods (MSc level). At Aarhus University: Sustainable production and consumption, marketing management, markedsføring på forbrugermarkeder (BSc level), integrated marketing communications (MSc level), and marketing (MBA).

Second supervisor to Gabriele Torma (PhD student since 10-2015), supervision of 21 internship seminars, 29 MSc and 19 BSc thesis. Certificates 'Know how and Kompetenz fuer die Hochschullehre' 2007 and 'Adjunktpædagogikum' 2010, courses on activation in large courses 2011, supervision 2014, blended learning 2015.

## Other

Lecturer of the year 2015 at Department of Management, Department representative at European Institute for Commercial Communications Education, 2012-now, <http://www.eacaeducation.eu/>.

Academic stakeholder in advisory board of EU FP 7 project I-Family, External reviewer for Swiss National Science Foundation, 2012.

Editorial board member Journal of Consumer Policy (2016-2020), Repeated referee for Appetite, Food Quality and Preference, Ernährungs Umschau, Journal of Consumer Policy, Organic Agriculture.

### **Selected publications (main author, published 2012-2016)**

- Aschemann-Witzel, Jessica (2016). Waste not, want not, emit less. *Science*, 352 (6284), 408-409. 10.1126/science.aaf2978.
- Aschemann-Witzel, Jessica; de Hooge, Ilona; Normann, Anne (2016). Consumer-related Food Waste: Role of Food Marketing and Retailers and Potential for Action. *Journal of International Food & Agribusiness Marketing*, 1528-6983.
- Aschemann-Witzel, Jessica; Zielke, Stephan (2015). Organic food prices and the consumer. A review of the research and open questions. *Journal of Consumer Affairs*. DOI: 10.1111/joca.12092.
- Aschemann-Witzel, Jessica; Grunert, Klaus G. (2015). Resveratrol and health from a consumer perspective: perception, attitude and adoption. *Annals of the New York Academy of Science*, 1348, 171–179.
- Aschemann-Witzel, Jessica; de Hooge, Ilona; Amani, Pegah; Bech-Larsen, Tino; Oostindjer, Marije (2015). Consumer-related Food Waste: Causes and Potential for Action. *Sustainability*, 7 (6), 6457-6477.
- Aschemann-Witzel, Jessica; Grunert, Klaus G. (2015). Influence of 'soft' versus scientific health claims on consumers' health inferences and attitudes towards a food supplement. *Food Quality and Preference*, 42, 90-99.
- Aschemann-Witzel, Jessica; Grunert, Klaus G. (2015). Resveratrol food supplements: a cross-cultural survey analyzing the role of individual characteristics of Danish and US consumers in explaining attitudes and adoption intention. *BMC Public Health*, 15:110.
- Aschemann-Witzel, Jessica (2015). Consumer perception and trends about health & sustainability: trade-offs and synergies of two pivotal issues. *Current Opinion in Food Science* 3, 6-10.
- Aschemann-Witzel, Jessica; Niebuhr Aagaard, Emilie Marie (2014). Elaborating on the attitude-behaviour gap regarding organic products: young Danish consumers and in-store food choice. *International Journal of Consumer Studies*, 38 (5), 550-558.
- Aschemann-Witzel, Jessica; Bech-Larsen, Tino; Grønhøj, Alice (2014). Are parents eating their greens? Parental fruit and vegetable consumption and parent-child interaction during a text message-feedback intervention. *British Food Journal*, 116 (4), 585-597.
- Aschemann-Witzel, Jessica; Grunert, Klaus; van Trijp, Hans; Bialkova, Svetlana; Raats, Monique; Hodgkins, Charo; Wasowicz-Kirylo, Grazyna; Koenigstorfer, Joerg (2013). Effect of nutrition label format and product assortment on healthfulness of food choice. *Appetite*, 71, 63–74.
- Aschemann-Witzel, Jessica (2013). Danish mothers' perception of the healthiness of their dietary behaviors during transition to parenthood. *Journal of Family Issues*, 34 (10), 1335-1355.
- Aschemann-Witzel, Jessica; Maroscheck, Nicole; Hamm, Ulrich (2013). Are organic consumers preferring or avoiding foods with nutrition and health claims? *Food Quality and Preference*, 30, 68-76.
- Aschemann-Witzel, Jessica (2013). Nachhaltiger Lebensmittelkonsum gestern, heute und morgen: Trends und Herausforderungen auf dem Weg zu Generationengerechtigkeit. [Sustainable food consumption yesterday, today and tomorrow: Trends and challenges on the way to more intergenerational justice]. *Journal für Generationengerechtigkeit*, 13 (1), 23-28.
- Aschemann-Witzel, Jessica; Perez-Cueto, Federico J.A.; Niedzwiedzka, Barbara; Verbeke, Wim; Bech-Larsen, Tino (2012). Transferability of private food marketing success factors to public food and health policy: an expert Delphi survey. *Food Policy*, 37 (6), 650-660.
- Aschemann-Witzel, Jessica; Perez-Cueto, Federico J.A.; Niedzwiedzka, Barbara; Verbeke, Wim; Bech-Larsen, Tino (2012). Lessons for public health from analysing commercial food marketing success factors: a case study. *BMC Public Health*, 12 (139).