CURRICULUM VITAE - KLAUS G. GRUNERT

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Academic credentials	Dr.oec.habil., University of Hohenheim, Stuttgart, Germany, 1988 Dr. oec., University of Hohenheim, Stuttgart, Germany, 1982 Dipl.-Volksw., University of Cologne, Cologne, Germany, 1976
Present positions	Professor of Marketing, Aarhus University, School of Business and Social Science (previously Aarhus School of Business), 1987 – Head of Section, Department of Management, 2015 - Director, MAPP Centre, 1991 - (see www.mapp.au.dk)
Previous positions	Professor of Fisheries Marketing (part-time), University of Tromsø, 1996 - 2009 Professor of the European Institute for Advanced Studies in Management, 1998 - 2010 Assistant Professor of Consumer Economics, University of Hohenheim, 1982 - 1987 Instructor, Department of Consumer Economics, University of Hohenheim, 1977 - 1982 Research Associate, Institute for Applied Consumer Research, Cologne, 1976 - 1977 Research Assistant, Central Archive for Empirical Social Research, University of Cologne, 1974 - 1976
Awards	Knight of the Order of Dannebrog, 2015 Dr. h.c., University of Vaasa, Finland, 2011 Aarhus Universitets Forskningsfonds Formidlingspris 2011 Dansk Erhvervs Akademis Erhvervsforskerpris, 2007 William Evans Fellowship, University of Otago, 1995 Dansk erhvervslivs pris for afsætningsøkonomisk forskning, 1995 Reinholdt W. Jorck og Hustrus Forskningspris, 1993
Editorial Boards	Agribusiness, 1998 – 2012 Appetite, 1997 – Book Review Editor, Journal of Consumer Policy, 1979 – 1991 British Food Journal, 2009 - Food Quality and Preference, 1998 - International Journal of Research in Marketing, 1989-2002 Journal of Business Research, 1989 – 1997, 2008 - Journal of Customer Behaviour, 2002 - Journal of Economic Psychology, 1991- 1996 Journal of Marketing Practice, 1994 - 1997 Journal on Chain and Network Science, 2001- Marketing - ZFP, 1993 - Marketing Strategy Letter, 1992 – 1994 Trends in Food Science and Technology, 2016 -
Other	Arla Foods Scientific Advisory Board, 2012 - AU FoodNet, board member, 2008 - ; chairman, 2011-2012

Board member, AllergiKost Aps, 2006 - 2011
Board member, RelationLab Aps, 2005 - 2008
Danish Marketing Club, board member, 1989-1996
Danone Sensory and Behaviour Research Advisory Committee, 2010 -;
European Federation of Food Science and Technology- EFFoST, member of Executive Committee, 2002 – 2005
European Marketing Academy, president, 1994 - 1996; fellow, 2001 - ; member of the Executive Committee, 1991 – 1997, 2003 - 2006; vice-president conferences, 1992-1994;
ILSI Europe, member of Scientific Advisory Council, 2008 –
KLICT International Advisory Board, member, 1999-2003
Max Rubner-Institut, member of Scientific Advisory Board, 2009 -
Member of the Board of Directors, ILSI Europe, 2015 –
Member of the Order of Cordon Bleu du Saint Esprit, 2003 –
Member of the Scientific Advisory Board, Max Rubner Institut, 2012 –
Member of the Scientific Advisory Committee, ILSI Europe, 2009-2015
Member of the Social Advisory Council, Vion Food Group, 2004-2007
Public representative on the board of Saxo Bank, 2002-2004
The Danish Marketing Research Council, chairman, 1992 - 1995
Trans Agro Groen, member of Scientific Advisory Board, 2003 – 2008
VIFU – Videnscenter for fødevareudvikling, board member, 2003-2007

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Books

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Wierenga, B., Tilburg, A. V., Grunert, K. G., Steenkamp, J., & Wedel, M. (1997). Agricultural marketing and consumer behavior in a changing world. Boston: Kluwer Academic Publishers.
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Grunert, K. G., Larsen, H. H., Madsen, T. K., & Baadsgaard, A. (1996). Market orientation in food and agriculture. Boston: Kluwer Academic Publishers.
Harmsen, H., Bove, K., Grunert, K. G., & Eriksson, T. V. (1996). VirksomhedsKompetence: En analyse af årsager til succes i danske virksomheder. København: Børsen.
Grunert, K.G. (1990). Kognitive Strukturen in der Konsumforschung. Heidelberg: Physica.
Ölander, C. F., & Grunert, K. G. (1989). Understanding economic behavior. Dordrecht: Kluwer.
Grunert, K.G. (1984). Verbraucherinformation in Bildschirmtext: Möglichkeiten und Grenzen. München: Reinhard Fischer.
Dedler, K., Gottschalk, I., Grunert, K.G., Heiderich, M., Hoffmann, A.L. & Scherhorn, G. (1984). Das Informationsdefizit der Verbraucher. Frankfurt: Campus.
Grunert, K.G. (1982). Informationsverarbeitungsprozesse bei der Kaufentscheidung: Ein gedächtnis-psychologischer Ansatz. Frankfurt: Lang.
Grunert, K.G. & Stupening, E. (1981). Werbung - ihre gesellschaftliche und ökonomische Problematik. Frankfurt: Campus.

Refereed journal publications

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in Denmark and Italy. *Appetite*.
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Schnettler, B., Höger, Y., Orellana, L., Sepúlveda, J., Lobos, G., Miranda, H., ... Salinas-Õnate, N. (in press). Food neophobia, life satisfaction and family eating habits in university students. *CSP Cadernos de saudé pública*.
Caracciolo, F., Cicia, G., Del Guidice, T., Cembalo, L., Krystallis Krontalis, A., Grunert, K. G., & Lombardi, P. (2016). Human Values and Preferences for Cleaner Livestock Production. *Journal of Cleaner Production*, *112*(1), 121-130.
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Conference presentations

Bjerge, H. H., Kolle, S., Kidmose, U., Andersen, B. V., Grønhøj, A., Grunert, K. G., & Byrne, D. V. (2016). *Elderly and stakeholder view on the effect of approved food service on quality of life, including eating enjoyment and functional capacity*. Presented at Seventh European Confernece on Sensory and Consumer Research, Dijon, France.

Aschemann-Witzel, J., & Grunert, K. G. (2015). *Danish Consumer´s Reaction to Resveratrol Supplements or Foods*. Poster presented at 11th Pangborn Sensory Science Symposium", Gothenburg, Sweden.

Grunert, K. G., Zhou, Y., & Loebnitz, N. (2015). *Supermarket literacy and brand*

image in China. Paper presented at Grunert, K. G., Zhou, Y., & Loebnitz, N. (2015). *Supermarket literacy and use of branding in China: The case of fresh meat*. Paper presented at 143th EAAE/AAEA Joint Seminar , Naples, Italy.

Hoefkens , C., Hung , Y., Hieke, S., Grunert, K. G., & Verbeke, W. (2015). *Motivation outweighs ability in explaining European consumers' use of health claims*. Paper presented at 12th European Nutrition Conference, Berlin, Germany.

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Grunert, K. G. (2010). *Consumer reactions to health claims*. Presented at Symposium NutrEating 2010: Symposium on Food, Consumer & Health Claims, Paris, France.

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Grunert, K. G., Perrea, T., Zhou, Y., Huang, G. , Sørensen, B. T., & Krystallis, A. (2010). *Is food-related lifestyle (FRL) able to reveal food consumption patterns in non-western cultural environments? Its adaptation and application in urban China*. Paper presented at French - Austrian - German workshop on consumer behaviour: From smart shopping to luxury, from Aldi to Dior: Consumption styles in the early 2000s, Saarbrucken, Germany.

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