

Dr. Wencke Gwozdz

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Curriculum Vitae

Personal Details

Date of Birth: 31st July 1978
Nationality: German

Currently Held Positions

Since 04/2018 **Professor, Chair of Consumer Behaviour**, Department of Consumer Behaviour, Nutritional Communication and Sociology, Faculty of Agricultural Sciences, Nutritional Sciences and Environmental Management, Justus-Liebig-University, Gießen, Germany

Since 01/2018 **Professor (mso) in Sustainable Consumption**, Department of Management, Society and Communication, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark

Since 06/2015 **Honorary Research Fellow**, Business School, the University of Western Australia, Australia

Education

07/2005 – 02/2009 **Doctorate in Economics and Business Administration** (Wirtschaftswissenschaften) (Dr. oec.), University of Hohenheim, Germany
Thesis: "Die Persistenz der geschlechtsspezifischen Arbeitsteilung - Eine Analyse auf Basis der Zeitbudgeterhebungen des Statistischen Bundesamts" ('Persistence of gender-specific division of work – An analysis on the basis of time use survey data from the German Federal Statistical Office')

10/1999 – 06/2005 **Diplom Sozialökonomin** (Dipl. oec. soc., equivalent to MSc in Economics), University of Hohenheim, Germany

09/1991 – 06/1998 **German High School Diploma** (Abitur), Albert-Einstein-Gymnasium, Frankenthal (Pfalz), Germany

09/1990 – 08/1991 Friedensschule, Gartz/Oder, Germany

Professional Experience (Academic & Non-Academic)

01/2018 – 02/2018	Visiting Fellow , Department of Economics, University of Western Australia Business School, Australia
01/2013 – 12/2017	Associate Professor in Transformative Consumer Behaviour and Sustainability , Department of Management, Society and Communication, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark
09/2016 – 11/2016	Visiting Fellow , Department of Economics, University of Western Australia Business School, Australia
07/2013 – 09/2016	PhD coordinator , PhD School in Organization and Management Studies (OMS), Department of Intercultural Communication and Management, Copenhagen Business School, Denmark
01/2015 – 04/2015	Visiting Fellow , Department of Marketing, University of Western Australia Business School, Australia
09/2010 – 12/2012	Assistant Professor , Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark
09/2009 – 08/2010	Postdoc , Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark
07/2008 – 08/2009	Research Assistant , Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark
07/2005 – 12/2010	Research Assistant , Chair for Household and Consumer Economics as well as Gender Economics, University of Hohenheim, Germany
11/2002 – 06/2005	University of Hohenheim, Germany, graduate assistant, webmaster
01/2000 – 04/2002	DaimlerChrysler AG, Stuttgart, Germany, working student in Media Logistics
05/2002 – 10/2002	BASF AG, Ludwigshafen, Germany, intern in Strategic Marketing, Feed Additives, prepared long-term strategy paper
07/2004 – 10/2004	IBG e.V., Stuttgart, Germany, intern, organizing and leading a work camp with refugees

Research Interests

- Sustainable consumption
- Health behaviour
- Behavioural economics
- Behaviour change
- Consumer policy / public health policy

Teaching Experience (Selection)

- Teaching activities at Justus-Liebig-University Gießen, Copenhagen Business School and University of Hohenheim in the areas of consumer economics, consumer behaviour, consumer culture, business ethics, health economics, quantitative and qualitative methods at Bachelor-, Master and PhD course level
- Supervision of term papers as well as Bachelor's/ Master's/ Diploma theses

Current Teaching Activities

- Undergraduate:
 - Consumer Policy (Verbraucherpolitik)
 - Consumer Economics (Verbraucher und Märkte)
 - Consumer Behaviour (Verbraucherverhalten)
- Graduate:
 - Consumer Research Methods (Methoden der Verbraucherforschung)
 - Sustainable Consumption (Nachhaltiger Konsum)
 - Consumer Behaviour Theories (Theorien der Verbraucherforschung)

PhD Education

- PhD primary supervisor:
 - Patricia Bettina Wowra, PhD student at the Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, topic: "Moving towards a sustainable diet – Application of a stage model to the purchase of meat" (08/2018 – 07/2022)
 - Romy Volpers, PhD student at the Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, topic: "The promotion of sustainable nutritional behaviour – To what extent is there a relationship between self-determination and behavioural control?" (08/2018 – 07/2022)
 - Kristian Steensen Nielsen, PhD student at the Department of Intercultural Communication and Management, topic: "Narrowing the attitude-behaviour gap in sustainable consumption – How self-control impacts sustainable behaviour and

subjective well-being" (05/2016 – 04/2019 within the Mistra Future Fashion Phase II project, Defence: August 2019)

- Tina Müller, PhD student at the Department of Intercultural Communication and Management, topic: "Consumers' acceptance of recycled textile products – closing the intention-behaviour gap" (01/2016 – 12/2018, within the Trash-2-Cash project, Defence: June 2019)
- Sarah Netter, PhD student at the Department of Intercultural Communication and Management, topic: "Exploring the sharing economy – The case of fashion" (Defence: December 2016)
- Chair of Assessment Committee of PhD thesis:
 - Kristian Roed Nielsen, "Crowdfunding for Sustainability – A study on the potential of reward-based crowdfunding in supporting sustainable entrepreneurship", Copenhagen Business School, Denmark (November 2017)
- Member of Assessment Committee of PhD thesis:
 - Livia Marian, "Organic and other product attributes – Consumer perceptions and buying behaviour regarding organic food products", Business and Social Sciences, Aarhus University, Denmark (March 2015)
 - Muriel Verain, "Sustainable food consumption: A lifestyle segmentation approach", Wageningen University, the Netherlands (December 2015)

Research Projects (Externally Funded)

Currently On-going:

02/2018 – 01/2023 **Inequality BIS** (Business in Society) platform. Lead of sub-theme "inequality & health", a 5 year, 5.8 Mio DKK seed funding platform funded by CBS.

Prior Research Projects:

06/2015 – 05/2019 **MISTRA Future Fashion Phase II** – A project on sustainable fashion. Lead of tasks on sustainable fashion consumption, a 4 year, 40 Mio SEK project with 20 partners funded by Mistra Foundation, <http://www.mistrafuturefashion.com>.

06/2015 – 11/2018 **Trash-2-Cash** – Designed high-value products from zero-value waste textiles and fibres via design driven technologies: Designed high-value products from zero-value waste textiles and fibres via design driven technologies. A 3.5 years, 8 Mio EUR European H2020 Framework project with 18 partners, Chair of Work Package 6 "Evaluation of the business, environmental, and consumer potential of developed design concepts". <http://trash2cashproject.eu/>

02/2016 – 12/2018 **Redesign QR** – A project on upcycling of textiles, reference group member on consumer behaviour, a 3 year, 4 Mio NOK

- project funded by Oslofjord Foundation,
<http://ostfoldforskning.no/no/prosjekter/redesign-qr/>
- 01/2014 – 12/2018 **Nudge-It** - The Neurobiology of Decision-Making in Eating - Innovative Tools. A five year, 9 Mio EUR European 7th Framework project with 9 partners. <http://www.nudge-it.eu/>
- 03/2012 – 02/2017 **I.FAMILY** - Determinants of eating behaviour in European children, adolescents and their parents. A five year, 9 Mio EUR European 7th Framework project with 15 partners, Co-chair of Work Package "Consumer awareness, ethical acceptability and policy implications". <http://www.ifamilystudy.eu/>
- 06/2011 – 05/2015 **MISTRA Future Fashion** – A project on sustainable fashion. Project lead for Project 7: "Sustainable consumption and consumer behaviour", a four year, 40 Mio SEK project with 20 partners funded by Mistra Foundation, <http://www.mistrafuturefashion.com>.
- 01/2010 – 12/2012 **CORPUS** - Enhancing connectivity between research and policy-making in sustainable consumption. A three year, 3 Mio EUR European 7th Framework Project with 11 partners, www.scp-knowledge.eu.
- 09/2006 – 02/2012 **IDEFICS Study** – Identification and prevention of Dietary – and lifestyle – induced health effects in children and infants. Working Area 07 "Consumer Science". A five year, 13 Mio EUR European 6th Framework Project with 31 partners, www.ideficsstudy.eu.
- 11/2009 – 02/2010 **Verbraucherumfrage Baden-Württemberg 2009** – *Schwerpunkt Senioren* Ministerium für Ernährung und Ländlichen Raum Baden-Württemberg (Ministry of Nutrition and Rural Areas Baden Württemberg), Stuttgart, Germany. (Report on consumer behaviour of the older generation)
- 07/2009 **Besonderheiten der Verbraucher im ländlichen Raum.** Ministerium für Ernährung und Ländlichen Raum Baden-Württemberg (Ministry of Nutrition and Rural Areas Baden Württemberg), Stuttgart, Germany. (Report on rural and urban consumer behaviour)
- 03/2009 – 06/2009 **Financial cultures in Europe: Similarities & differences.** SCHUFA Holding AG, Wiesbaden, Germany. (Report on European financial cultures and credit scoring – with Prof. Lucia Reisch)
- 01/2008 – 04/2008 **Migration and the labour market** – *Analysis of the German Microcensus 2005*. OECD, Paris, France. (Data analyses on migrants and their labour market conditions)
- 03/2006 – 09/2006 **Zeitstrukturen** – *Zur Arbeit mit den Zeitbudget-Daten des Statistischen Bundesamts*. Subproject of: 2. Bericht zur sozioökonomischen Entwicklung Deutschlands (SOEB 2).

SOFI (Sociological Research Institute), Göttingen, Germany.
(Expertise on the German time use survey)

Prizes and Stipends

07/2018	The Mittelstaedt Award for Macromarketing contributions
11/2017	Carlsberg Foundation, Support for SCORAI conference in June 2018 at CBS, 60,000 DKK
11/2017	International Network Programme (INP) grant, Danish Agency for Science and Higher Education, "Sustainable Life styles in the 21st Century", 148,000 DKK
11/2016	BHP Billiton Visiting Professor Scheme at University of Western Australia UWA, Grant 5,000 AUD
05/2016	The Journal of Consumer Policy Outstanding Reviewer Award 2016, doi: 10.1007/s10603-016-9321-0
11/2015	DSEB Research Prize 2015 – "Research prize for exemplary and innovative value creating research in the course of 2014-2015", Danish Society for Education and Business DSEB and Copenhagen Business School, 60,000 DKK.

Memberships, Editorial Work and Peer Reviewing

Associate Editor:	Journal of Macromarketing (since July 2017)
Editorial Board Memberships:	Journal of Consumer Policy (since 06/2012) Macromarketing Society (since 06/2014)
Guest Editor	Special issue on "Time Allocation, Consumption, and Consumer Policy" of the Journal of Consumer Policy
Ad-hoc Journal Reviewing:	
Consumer journals:	Journal of Consumer Policy, Journal of Public Policy and Marketing, Journal of Macromarketing, Journal of Economic Psychology, Ecological Economics, International Journal of Consumer Studies, Journal of Consumer Behaviour, Marketing Theory, Social Indicators Research
Economic/business journals:	Journal of Health Economics, European Journal of Health Economics, Economics and Human Biology, Journal of Business Ethics, Journal of Corporate Citizenship, Journal of Family and Economic Issues, GAJA – Ökologische

Perspektiven für Wissenschaft und Gesellschaft, Economic Record

Life science journals: PlosONE, Clinical Nutrition, BMC Public Health, Journal of Nutrition Reviews, Paediatric and Perinatal Epidemiology, Nutrition, Metabolism & Cardiovascular Diseases, Health Promotion International

Reviews for Funding Bodies:

Expert for the 2016 & 2017 evaluation exercise Marie Skłodowska-Curie Individual Fellowships H2020-MSCA-IF-2016 European & Global Fellowships - Scientific Panel ECO-SOC-ENV

Swiss National Research Programme (NRP 60) – Gender Equality of the Swiss National Science Foundation (SNSF);

AgreenSkills – International mobility grants co-funded by the European Union

Markedsmodningsfonden – financial support for Danish businesses

Membership of Professional Organizations

- CBS World Class Research Environment “Governing Responsible Business”
- Virtual Community on Sustainability and Consumption
- Danish Health Econometrics Network
- Netzwerk Verbraucherforschung (Network of consumer research, Federal Office of Consumer Protection and Food Safety)

Languages

German native speaker, English fluent, Danish fluent

Publications & Disseminations

Peer-reviewed articles:

1. Nie, P., Rammohan, A., **Gwozdz, W.** & Sousa-Poza, A. (2019). Changes in child nutrition in India: A decomposition approach. *International Journal of Environmental Research and Public Health*, 16 (10), 1815
2. **Gwozdz, W.**, Nie, P., Sousa-Poza, A., DeHenauw, S., Felsó, R., Hebestreit, A., Iguacel, I., Lissner, L., Lauria, F., Page, A., Reisch, L.A., Tornaritis, M., Veidebaum, T., Williams, G. & Foraita, R. (2017). Peer Effects on Weight Status, Dietary Behaviour and Physical Activity among Adolescents in Europe: Findings from the I.Family Study. *Kyklos*, 72 (2), 270-296.
3. Nielsen, K.S., **Gwozdz, W.** & DeRidder, D. (2017). Unravelling the relationship between trait self-control and subjective well-being: The mediating role of four self-control strategies. *Frontiers in Psychology*, 10, 706.
4. Gupta, S., **Gwozdz, W.** & Gentry, J. (2019). The role of style versus fashion orientation on sustainable fashion consumption. *Journal of Macromarketing*. 39 (2), 188-207.
5. Thumann, B., Börnhorst, C., Michels, N., Veidebaum, T., Solea, A., Reisch, L., Moreno, L. A., Lauria, F., Kaprio, J., Hunsberger, M., **Gwozdz, W.**, Felso, R., De Henauw, S. & Ahrens, W. on behalf of the IDEFICS and I.Family consortia (2019). Cross-sectional and longitudinal associations between psychosocial well-being and sleep in European children and adolescents. *Journal of Sleep Research*, 28(2), e12783.
6. Iguacel, I., Fernández-Alvira, J.M., Ahrens, W., Bammann, K., **Gwozdz, W.**, Lissner, L., Michels, N., Reisch, L., Russo, P., Szommer, A., Tornaritis, M., Veidebaum, T., Börnhorst, C., Moreno, L.A. on behalf of the IDEIFICS consortium (2018). Prospective associations between social vulnerabilities and children's weight status. Results from the IDEFICS study. *International Journal of Obesity*. (online first). <https://doi.org/10.1038/s41366-018-0199-6>
7. Weinberg, M., Cummins, B., Webb, D. & **Gwozdz, W.** (2018). Incentivised online panel recruitment and subjective wellbeing: Caveat emptor. *Journal of Well-being Assessment*, 2 (1), 41-55.
8. **Gwozdz, W.**, Nielsen, K. S. & Müller, T. (2017). Environmentally friendly clothing consumption across Western countries: Consumer segments and their behavior. *Sustainability*, 9(5), 762.
9. Iguacel, I., Michels, N., Fernández-Alvira, J.M., Bammann, K., De Henauw, S., Felsó, R., **Gwozdz, W.**, Hunsberger, M., Reisch, L., Russo, P., Tornaritis, M., Thumann, B.F., Veidebaum, T., Börnhorst, C. & Moreno, L.A. on behalf of the I.IDEFICS consortium (2017). Associations between social vulnerabilities and

psychosocial problems in European children. Results from the IDEFICS study. *European Child & Adolescent Psychiatry*. (forthcoming)

10. Pohlabeln, H., Rach, S., De Henauw, S., Eiben, G., **Gwozdz, W.**, Hadjigeorgiou, C., Molnar, D., Moreno, L., Russo, P., Veidebaum, T. & Pigeot, I. on behalf of the I.IDEFICS consortium (2017). Further evidence for the role of pregnancy induced hypertension and other early life influences in the development of ADHD: Results from the IDEFICS study. *European Child & Adolescent Psychiatry*, 26(8), 957-967.
11. Nie, P., **Gwozdz, W.**, Sousa-Poza, A. & Reisch, L. A. (2017). Values, norms and peer effects on weight status. *Journal of Obesity*, vol. 2017, Article ID 2849674, 9 pages, 2017. <https://doi.org/10.1155/2017/2849674>.
12. Reisch, L., Sunstein, C.R. & **Gwozdz, W.** (2017) Beyond carrots and sticks: Europeans support health nudges. *Food Policy*, 69, 1-10.
13. Bammann, K., **Gwozdz, W.**, Pischke, C., Eiben, G., Fernandez-Alvira, J.M., De Henauw, S., Lissner, L., Moreno, L.A., Pitsiladis, Y., Reisch, L., Veidebaum, T. & Pigeot, I. on behalf of the IDEFICS Consortium (2017). The impact of familial, behavioural and psychosocial factors on the SES gradient for childhood overweight in Europe. A longitudinal study. *International Journal of Obesity*, 41 (1), 54-60.
14. Ahrens, W., Siani, A., Adan, R., De Henauw, S., Eiben, G., **Gwozdz, W.**, Hebestreit, A., Hunsberger, M., Kaprio, J., Krogh, V., Lissner, L., Molnár, D., Moreno, L.A., Page, A., Picó, A., Reisch, L., Smith, R.M., Tornaritis, M., Veidebaum, T., Williams, G., Pohlabeln, H. & Pigeot, I. on behalf of the I.Family consortium (2017). Cohort Profile: The transition from childhood to adolescence in European children – how I.Family extends the IDEFICS cohort. *International Journal of Epidemiology*, 46(5), 1394-1395.
15. **Gwozdz, W.** (2016). Maternal employment and childhood obesity - Institutions and policies affect whether working mothers raise heavier children. *IZA World of Labor*. Available at <http://wol.iza.org/articles/is-maternal-employment-related-to-childhood-obesity/long>
16. Iguacel, I. Fernández-Alvira, J.M., Bammann, K., De Clercq, B., Eiben, G., **Gwozdz, W.**, Molnar, D., Pala, V., Papoutsou, S., Russo, P., Veidebaum, T., Wolters, M., Börnhorst, V. and Moreno, L.A. on behalf of the IDEFICS Consortium (2016). Associations between social vulnerabilities and dietary patterns in European children: the Identification and prevention of Dietary- and lifestyle-induced health Effects In Children and infantS (IDEFICS) study. *British Journal of Nutrition*, 116, 1288-1297.
17. Huang, C., Lissner, L., **Gwozdz, W.**, Molnar, D., Konstabel, K., Michels, N., Tornaritis, M., Eiben, G., Siani, A., Fernandez-Alvira, J. M., Ahrens, W., Pigeot, I. & Reisch, L. (2016). Pester power and its consequences: Do European children's food purchasing requests relate to diet and weight outcomes? *Public Health Nutrition*, 19 (3), 2393-2403.

18. Hunsberger, M., Lehtinen-Jacks, S., Mehlig, K., **Gwozdz, W.**, Russo, P., Michels, N., Bammann, K., Pigeot, I., Fernández-Alvira, J.M., Thumann, B.F., Molnar, D., Veidebaum, T., Hadjigeorgiou, C. & Lissner, L. on behalf of the IDEFICS Consortium (2016). Bidirectional associations between psychosocial well-being and body mass index in European children: longitudinal findings from the IDEFICS study. *BMC Public Health*. 16, 949.
19. Rahbek Gjerdrum Pedersen, E., **Gwozdz, W.** & Kant Hvass, K. (2016). Exploring the relationship between business model innovation, corporate sustainability, and organizational values within the fashion industry. *Journal of Business Ethics*, DOI 10.1007/s10551-016-3044-7 (online first).
20. **Gwozdz, W.**, Sousa-Poza, A. Reisch, L. A., Bammann, K., Eiben, G., Kourides, Y., Kovacs, E., Lauria, F., Konstabel, K., Santaliestra-Pasias, A. M., Vyncke, K. & Pigeot, I. on behalf of the IDEFICS Consortium (2015). Peer effects on obesity in a sample of European children. *Economics & Human Biology*, 18, 139-152.
21. Bly, S., **Gwozdz, W.** & Reisch, L. (2015). Exit from High Street – An exploratory study of sustainable fashion consumption pioneers. *International Journal of Consumer Studies*, 39 (2), 125-135.
22. Hansen, M.W. & **Gwozdz, W.** (2015). What makes MNCs succeed in developing countries? An empirical analysis of subsidiary performance. *Multinational Business Review*, 23 (3), 224-247.
23. Barbarossa, C., Beckmann, S.C., De Pelsmacker, P., Moons, I. & **Gwozdz, W.** (2015). A self-identity based model of electric car adoption intention: A cross-cultural comparative study. *Journal of Environmental Psychology*, 42, 149-160.
24. Nicholls, S. G., Pohlabein, H., De Bourdeaudhuij, I., Chadjigeorgiou, C., **Gwozdz, W.**, Hebestreit, A., Lauria, F., Lissner, L., Molnar, D., Santaliestra-Pasías, A. M., Veidebaum, T. & Williams, G. (2015). Parents' evaluation of the IDEFICS intervention: An analysis focussing on socio-economic factors, child's weight status and intervention exposure. In: *Obesity Reviews*. 16, Suppl 2, p. 103-118.
25. Kovács, E., Hunsberger, M., Reisch, L., **Gwozdz, W.**, Eiben, G., De Bourdeaudhuij, I., Russo, P., Veidebaum, T., Hadjigeorgiou, C., Sieri, S., Moreno, L. A., Pigeot, I., Ahrens, W., Pohlabein, H. & Molnar, D. (2015). Adherence to combined lifestyle factors and their contribution to obesity in the IDEFICS Study. In: *Obesity Reviews*. 16, Suppl 2, p. 138-150.
26. Fernández-Alvira, M. J., Börnhorst, C., Bammann, K., **Gwozdz, W.**, Krogh, V., Hebestreit, A., Barba, G., Reisch, L., Eiben, G., Iglesia, I., Veidebaum, T., Kourides, Y.A., Kovacs, E., Huybrechts, I., Pigeot, I. & Moreno, L. A. (2015). Prospective associations between socio-economic status and dietary patterns in European children: The IDEFICS Study. *British Journal of Nutrition*, 113 (3), 517-525.

27. Foraita, R., F. Günther, **Gwozdz, W.**, Reisch, L. A., Russo, P., Lauria, F., Siani, A., Veidebaum, T. Tornaritis, M. & Iacoviello, L. (2014). Does the FTO gene interact with the socio-economic status on the obesity development among young European children: Results from the IDEFICS study. *International Journal of Obesity*, 39 (1), 1-6.
28. Kovacs, E., A. Siani, Siani, A., Konstabel, K., Hadjigeorgiou, C., de Bourdeaudhuij, I., Eiben, G., Lissner, L., **Gwozdz, W.**, Reisch, L. & Pala, V. (2014). Adherence to the obesity-related lifestyle intervention targets in the IDEFICS study. *International Journal of Obesity*, 38, S144-S151.
29. Tackney, C. & **Gwozdz, W.** (2014). A Doctoral Numeracy Intensive Course for Qualitative Researchers Grounded in Lonergan's Critical Realism: Report of Curriculum Design, Implementation, and 2010 Course Results. *International Journal of Management in Education*, 8 (1), 1-21.
30. Rahbek Pedersen, E. & **Gwozdz, W.** (2014). From Resistance to Opportunity-Seeking: Strategic Responses to Institutional Pressures for Corporate Social Responsibility in the Nordic Fashion Industry. *Journal of Business Ethics*, 119, 245-264.
31. Hubert, M., Hubert, M., **Gwozdz, W.**, Raab, G., & Reisch, L. A. (2014). Compulsive buying—an increasing problem? Investigating and comparing trends in Germany and Denmark, 2010-2012. *Journal für Verbraucherschutz und Lebensmittelsicherheit*, 9, 280-284.
32. **Gwozdz, W.**, Sousa-Poza, A., Reisch, L. De Henauw, S., Eiben, G., Fernandez, J., Hadjigeorgiou, C., Kovács, E., Lauria, F., Veidebaum, T., Williams, G., Ahrens, W. & Bammann, K. (2013). Maternal employment and its effects on obesity. *Journal of Health Economics*, 32 (4), 728-742.
33. Reisch, L., **Gwozdz, W.**, Barba, G., De Henauw, S., Lascorz, N., Konstabel, K. & Pigeot, I. (2013). Experimental evidence on the impact of food advertising on children's knowledge about and preferences for healthful food. *Journal of Obesity*. Article ID 408582, 1-13.
34. Bammann, K., **Gwozdz, W.**, Lanfer, A., Fernandez, J., Kovacz, E., Barba, G., De Henauw, S., Eiben, G., Tornaritis, M., Veidebaum, T. & Pigeot, I. (2013). Socio-economic factors and childhood overweight in Europe: results from the multi-centre IDEFICS study. *Pediatric Obesity*, 8 (1), 1-12.
35. Rahbek Gjerdrum Pedersen, E. Neergaard, P., Thusgaard Pedersen, J. & **Gwozdz, W.** (2013). Conformance and Deviance: Company Responses to Coercive Pressures for Corporate Social Responsibility (CSR) Reporting. *Business Strategy and the Environment*, 22 (6), 357-373.
36. Regber, S., Novak, M., Eiben, G., Bammann, K., Borup, I., De Henauw, S., Miguel Fernández Alvira, J., **Gwozdz, W.**, Kourides, Y., Moreno, L., Molnár, D., Pigeot, I., Reisch, L., Russo, P., Veidebaum, T. & Mårild, S. (2013). Parents' perception

of their children's weight vs measured weights: - The IDEFICS study. *Pediatric Obesity*, 8 (2), 118-129.

37. Vyncke, K., Cruz Fernandez, E., Fajó-Pascual, M., Cuenca-Garcia, M., De Keyzer, W., Kersting, M., Gonzalez-Gross, M., Moreno, L., Albers, U., Diethelm, K., Mouratidou, T., Grammatikaki, E., Hallström, L., De Vriendt, T., Sjöström, M., Kafatos, A., Laurent, B., Díaz, L.-E., Marcos, A., Bammann, K., Börnhorst, C., Leclercq, C., Widhalm, K., Manios, Y., Dallongeville, J., Vereecken, C., Maes, L., Molnar, D., Geelen, A., **Gwozdz, W.**, Frederic, G., De Henauw, S. & Huybrechts, I. (2013). Validation of different diet quality indices for adolescents by comparison with biomarkers, nutrients and food intake: the HELENA study. *British Journal of Nutrition*, 109 (11), 2067-2078.
38. Lissner, L., Lanfer, A., **Gwozdz, W.**, Olafsdottir, S., Eiben, G., Moreno, L.A., Santaliestra-Pasías, A.M., Kovacs, E., Barba, G., Loit, H.-M., Kourides, Y., Pala, V., Pohlabeln, H., Ottevaere, C., Buchecker, K., Ahrens, W. & Reisch, L.A. (2012). Television habits in relation to overweight, diet and taste preferences in European children – the IDEFICS study. *European Journal of Epidemiology*, 27 (9), 705-715.
39. **Gwozdz, W.** & Reisch, L. (2011). Instruments for analyzing the influence of advertising on children's food choices. *International Journal of Obesity*, 35, S137-S143.
40. Nicholls, S., **Gwozdz, W.**, Reisch, L.A. & Voigt, K. (2011). Fiscal food policy: equity and practice. *Public Health Perspectives*, 131, 157-158.
41. Reisch, L. & **Gwozdz, W.** (2011). Chubby cheeks and climate change: Childhood obesity as a sustainable development issue. *International Journal of Consumer Studies*, 35 (1), 3-9.
42. Reisch, L. & **Gwozdz, W.** (2010). Einfluss des Konsumverhaltens auf die Entwicklung von Übergewicht bei Kindern: Ein Überblick. *Bundesgesundheitsblatt*, 53(7): 725-732.
43. **Gwozdz, W.** & Sousa-Poza, A. (2010). Explaining gender differences in housework time in Germany. *Journal of Consumer Policy*, 33 (2), 183-200.
44. **Gwozdz, W.** & Sousa-Poza, A. (2010). Ageing, health and life satisfaction of the oldest old: An analysis for Germany. *Social Indicators Research*, 97 (3), 397-417.
45. **Gwozdz, W.**, Hufnagel, R., Seel, B. & Wahrig, L. (2006). Messung der Entwicklung der geschlechtsspezifischen Arbeitsteilung mit den Daten der Zeitbudgeterhebungen 1991/92 und 2001/02. *Hauswirtschaft und Wissenschaft*, 54 (1), 22-28.

Book chapters (peer reviewed):

1. **Gwozdz, W.** & Reisch, L.A. (2018). Instruments for assessing the role of commercials on children's food choices. In: Bammann, K., Lissner, L., Pigeot, I., Ahrens, W., editors. *Instruments for health surveys in children and adolescents*. Cham: Springer Nature Switzerland; 2019; p. 209-230. In press.
2. Reisch, L. A. & **Gwozdz, W.** (2015). Healthy Diets as a Global Sustainable Development Issue: Reasons, Relationships and a Recommendation. In: Claire Fenton-Glynn (Ed.). *Children's rights in international sustainable development law*. Cambridge: Cambridge University Press. (forthcoming).
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