

Curriculum Vitae and Personal Academic Development

Education

- Secondary Education: 1974 to 1983, Paracelsusgymnasium Hohenheim, Stuttgart
High school graduation (Baden-Württemberg)
Result: Excellent (Grade 1.2)
Honors: Best Graduate of the Year 1983
- Higher Education: 1983 to 1988, University of Hohenheim, Department of Economics and Social Sciences
1988 Diplom zur Diplomökonomin (Dipl. oec.)
Equivalent to Master's Degree in Economics
Result: Excellent / good (Grade 1.6)
Honors: Best Graduate of the Year 1988,
awarded first prize by Landes-Girokasse Foundation
- Sept. 1985 to April 1986, University of California, Los Angeles (UCLA), Anderson Graduate School of Management
Integrated International Programme Master of Business Administration (DAAD Scholarship)
Result: Excellent (Grade A-)
- Sept.-Dec. 1988, University of California, Los Angeles (UCLA)
Graduate School of Management, MBA programme
- 1994 Doctorate in economics (Dr. oec.)
University of Hohenheim
Result: Summa cum laude (1,0)

Academic Career

- 01/89 - 09/97 Research Assistant / Lecturer in the Department of Consumer Theory and Policy, Faculty of Economics and Social Sciences, University of Hohenheim, Stuttgart.
- 1990 - 1993 Lecturer in Personnel and Organisation at the State Professional Academy Stuttgart; subject: Commerce II.
- 03/95 - 06/96 State Post-doctoral Research Scholarship (Baden-Württemberg).
- 10/97 - 03/04 Associate Professor in the Department of Consumer Theory and Policy (since 2000: Teaching and Research Division), Institute for Household and Consumer Economics, Faculty of Economics and Social Sciences, University of Hohenheim.
- 1997 - 2001 Post-Doctoral Research Scholarship from the Margarete von Wrangell Programme (State Government, Baden-Württemberg).
- 09/98 - 10/98 Visiting Assistant Professor, Department of Marketing, Copenhagen Business School, Copenhagen.
- 03/99 - 08/99 Visiting Associate Professor, Department of Marketing, Copenhagen Business School, Copenhagen.

2001 - 2003	Lecturer, special course in Macromarketing within the Master of Business Programme, University of Applied Sciences, Ludwigshafen am Rhein, Transatlantic Institute.
2003 - 2005	Head of the Consumer Theory, Food and Consumer Policy Department in the consultancy firm nwd institut – institute for sustainable business in Germany (c/o IBH of the University of Hohenheim).
2004 - 2006	Lecturer at Economics Institute, University of Hohenheim. Lecturer at the Technical University of Munich, Economics Faculty, Consumer Science Masters Programme.
02/06 - 09/06	Visiting Associate Professor at the Copenhagen Business School, Copenhagen; Guest Professorship funded by Otto Mønsted Foundation.
10/06	Call on a Professorship for Sustainable Nutrition, University of Applied Sciences Münster (Germany).
12/06 – 12/10	Adjunct Professorship for Consumer Behaviour and Consumer Policy, SRH University of Calw (Germany).
from 09/06	Full Professor (MSO) at the Copenhagen Business School, Copenhagen, Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, cbsCSR (Denmark).
from 03/14	Full Professor at the Copenhagen Business School, Copenhagen, Department of Intercultural Communication and Management (Denmark).
from 01/11	Permanent Honorary Adjunct Professorship for “Consumer Research and Consumer Policy” at the Zeppelin University, Friedrichshafen (Germany).
07/11-07/14	Honorary Research Professorship at the German Institute for Economic Research (Deutsches Institut für Wirtschaftsforschung DIW), Berlin (Germany).
from 01/12	Honorary Director of the Research Center Consumer, Markets and Politics at the Zeppelin University Friedrichshafen (Germany).

Professional Activities

Teaching Experience

Over 90 teaching activities at: (*Separate file with teaching activities available*)

- Copenhagen Business School, Copenhagen (Denmark)
- University of St. Gallen, St. Gallen (Switzerland)
- Technical University of Munich, Weihenstephan (Germany)
- Aarhus School of Business, Aarhus (Denmark)
- University of Hohenheim, Stuttgart (Germany)
- State Professional Academy Stuttgart, Stuttgart (Germany)
- University of Applied Sciences Ludwigshafen (MBA Programme) Ludwigshafen (Germany)
- University of Applied Science SRH Calw, Calw (Germany)

Areas covered: General Economics, Consumer Theory, Intercultural Consumer Behaviour; (European) Consumer Policy, Nutrition and Gender Research, Sustainable Development and Public Health, Behavioural Economics.

- Teaching experience with graded degree courses and events with heterogeneous, international audiences.

- Teaching experience at Bachelor-, Master- and Ph.D. course level. Teaching in German and in English languages. Innovative forms of teaching (blended learning, interactive learning).
- 2004: Completion of the Baden-Württemberg University Teaching Certificate, a two year in-service professional development course in university teaching.

Curriculum Development

- 2009: Member of the United Nations PRME (Principles for Responsible Management Education) Steering Committee of Copenhagen Business School (www.unprme.org). Member of Working Group “Climate Change” within the PRME initiative.

Assessment and Administration

- successful track record of attracting external funding and administration (*separate file with research projects available*)
- wide experience in university administration, departmental management
- 1989-2014: Supervisor for more than 70 diploma papers and master thesis as well as seven dissertations
- 2013: Assessment Committee Chairwoman for the position of “Professorship for Responsible Management” at Copenhagen Business School.
- 2012: Assessment Committee Chairwoman for the position of “Assistant Professorship in Leadership and Sustainability” at Copenhagen Business School.
- 2012: Assessment Committee Chairwoman for the position of “Professorship in Social Entrepreneurship” at Copenhagen Business School.
- 2012: Assessment Committee Member for “PhD Scholarship in Sustainable Fashion” at Copenhagen Business School.
- 2012: External Member of the Assessment Committee for the position “Professorship in Ecological Economics” at Aalborg University.
- 2014: External Member of the Assessment Committee for a full professorship at the New Jersey Institute of Technology, Department of Humanities.

Appointments

- 2014 (2015): (Re-)appointed to the Jury of the “*Justus von Liebig Award for World Food and Nutrition*” awarded by the Foundation fiat panis and endowed by the Alfred Toepfer Foundation F.V.S. (DE).
- 2014: Appointed to the Council of Advisors on Consumer Policy (*Sachverständigenrat für Verbraucherfragen*) by the German Federal Minister of Justice and Consumer Protection, Berlin (DE). Elected as Chairwoman.
- 2014: Appointed to the Expert Commission on “*Nachhaltig leben - Lebensqualität bewahren*” convened by the Christian Democratic Union (CDU) party, Berlin (DE). (<http://www.cdu.de/nachhaltig-leben>)
- 2014: Re-appointed to the 2015 Jury for the “*Bundespreis Verbraucherschutz*” (Award for Consumer Protection) of the Deutsche Stiftung Verbraucherschutz (German Foundation for Consumer Protection), Berlin (DE).
- 2014: Appointed to the Board of “*MISUM*” (MISTRA Center for Sustainable Markets), a center of excellence for advancing market practices towards sustainable development to enhance the capabilities and competitiveness of Sweden at the Stockholm School of Economics (SEE), funded by MISTRA Stockholm (SE).
- 2013: Appointed to the Advisory Board of *oekom research AG Munich* (<http://www.oekom-research.com/>).

- 2013 (2015): (Re-)appointed to the Jury for the “*Innovationspreis für Klima und Umwelt*” IKU (Innovation Award for Climate and Environment) awarded by the Bundesverband der Deutschen Industrie (BDI – Federation of German Industries) in cooperation with the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (see <http://www.iku-innovationspreis.de/>)
- 2013: Appointed to the Jury for the “*Bundespreis Verbraucherschutz*” (Award for Consumer Protection) of the Deutsche Stiftung Verbraucherschutz (German Foundation for Consumer Protection), Berlin.
- 2013: Appointed to the Advisory Board of the *Ecostyle Fair – Fair for Sustainable Consumption* at the Messe Frankfurt/Main (<http://www.ecostyle.messefrankfurt.com>)
- 2012: Appointed to the *National Academy of Science and Engineering* (acatech) of Germany; lifelong Membership as one of 400 scientists (www.acatech.de).
- 2012 (2015): (Re-)appointed to the Jury for the “*Award for Consumer Protection*” (Bundespreis Verbraucherschutz) of the “Deutsche Stiftung Verbraucherschutz” (German Foundation for Consumer Protection) (see http://www.vzbv.de/Stiftung_Verbraucherschutz.htm)
- 2012 (2015): (Re-)appointed to the Advisory Board of the *Federal State Government of Baden-Wuerttemberg for Sustainable Development* (Beirat der Landesregierung für nachhaltige Entwicklung) (see <http://www.um.baden-wuerttemberg.de/servlet/is/98570/>); elected Deputy Chair of the Board (Chair is held by the Prime Minister of the State of Baden-Wuerttemberg, Winfried Kretschmann).
- 2012: Appointed to the *Steering Group of the Transdisciplinary Panel on Energy Change TPEC* (“Plattform Energiewende”, at the Institute for Advanced Sustainability Studies e.V. I.A.S.S.), Potsdam by Klaus Töpfer (see <http://www.iass-potsdam.de/index.php?id=5>)
- 2012: Appointed to the *BioÖkonomieRat* (Bio-Economy Council), the Advisory board to the Federal Government of Germany for Bioeconomy (Beratungsgremium für die Bundesregierung zur Bioökonomie), 2012-2016 (see <http://biooekonomierat.de/>)
- 2012 (2015): (Re-)appointed to the Steering Board of the “*Netzwerk Verbraucherforschung*” (Network Consumer Research) of the Federal Ministry of Food, Agriculture and Consumer Protection, Berlin. Since 2015: Federal Ministry of Justice and Consumer Protection (BMJV), Berlin.
- 2012: Re-Appointed to the Jury for the “*Verbraucherjournalistenpreis 2012*” (consumer journalists award 2012), an award of the German MARKENVERBAND (see <http://www.markenverband.de/veranstaltungen/veranst2012/verbraucherjournalistenpreis-2012>)
- 2012 (2015): Re-appointed to the foundation board *Dr. Rainer Wild-Stiftung*, Stiftung für gesunde Ernährung, Heidelberg (see www.gesunde-ernaehrung.org).
- 2012: Re-appointed to the Supervisory Board (Verwaltungsrat) of the *Stiftung Warentest*, Berlin (www.test.de).
- 2012: Appointed to the Scientific Advisory Board (Forschungsbeirat) of BIPS, *Bremer Institut für Präventionsforschung und Sozialmedizin*, University of Bremen (www.bips.uni-bremen.de).
- 2012: Appointed to the Advisory Committee of the *Research Center of Interdisciplinary Risk and Innovation Studies at the University of Stuttgart (ZIRIUS)* (see <http://www.zirn-info.de/zirius.htm>)
- 2011: Appointed to the *Ethikkommission “Sichere Energieversorgung”* (Ethics Commission for Safe Energy Supply) by the Chancellor of the Federal Republic of Germany (March – May 2011).

- 2011: Appointed to the Advisory Board of the *Center for Responsible Research* (CRR), a research centre at the Kulturwissenschaftlichen Institut Essen (KWI), Essen (www.responsibility-research.de/index.html).
- 2010 (2013): Re-appointed to the *Rat für Nachhaltige Entwicklung* (German Council for Sustainable Development) by the Chancellor of the Federal Republic of Germany (www.nachhaltigkeitsrat.de).
- 2005: Appointed to and elected Chairwoman of the *Consumer Commission* (Verbraucherkommission) of the State of Baden-Württemberg, a high-level advisory think-tank to advise the Prime Minister of Baden-Württemberg (www.verbraucherkommission.de).
- 2010-2012: Appointed to the Scientific Board of Advisors of the EU FP7 Research Project *EATWELL* (www.eatwellproject.eu).
- 2009: Appointed to the Advisory Board of *Öko-Institut e.V.*, Freiburg/Berlin (www.oeko.de).
- 2009: Appointed to the Foundation Board of the *Utopia Stiftung*, Munich/Berlin (www.utopia.de).
- 2008-2011: 2nd Re-appointed and elected Chairwoman of the *Academic Advisory Council for Consumer and Nutrition Policy of the Federal Ministry for Food, Agriculture and Consumer Protection* (BMELV) (www.bmelv.de).
- 2008-2014: Appointed to the *Consumer Supervisory Board* (Verbraucherbeirat) of the *SCHUFA* (*Schutzgemeinschaft für allgemeine Kreditsicherung*), Wiesbaden (www.schufa.de).
- 2008-2012: Appointed to the Supervisory Board of the *Stiftung Warentest*, Berlin (www.test.de).
- 2008-2011: Appointed to the *Nachhaltigkeitskonferenz* (Sustainable Development Conference) of the State of Baden-Württemberg, the highest decision making body as regards Baden-Württemberg's Sustainable Development Strategy (www.jetzt-das-morgen-gestalten.de).
- 2007-2012: Appointed to the Kuratorium of the *Dr. Rainer Wild-Stiftung*, Stiftung für gesunde Ernährung, Heidelberg (www.gesunde-ernaehrung.org).
- 2007-2010: Appointed to the *Academic Advisory Council for Biodiversity and Genetic Resources* of the German Federal Ministry for Nutrition, Agriculture and Consumer Protection (www.bmelv.de), Berlin.
- 2006-2008: Appointed to the Scientific Board of Advisors of the EU Network *SCORE – Sustainable Consumption Research Exchange* (www.score-network.org).
- 2005-2008: 1st Re-appointed to the *Academic Advisory Council for Consumer and Nutrition Policy* of the Federal Ministry for Nutrition, Agriculture, and Consumer Protection (BMELV).
- 2004: Appointed to the *Business Ethics Committee* of the *German Philosophy Society*.
- 2004-today: Extra mural member of the Scientific Board of *Forschungsstelle Glücksspiel* (Research Center on Gambling), University of Hohenheim, Germany.
- 2002-2005: Appointed to the *Academic Advisory Council for Consumer and Nutrition Policy* of the Federal Ministry for Consumer Protection, Nutrition and Agriculture (BMVEL).
- from 2002: Member of several project-associated academic advisory councils for BMBF projects on sustainability research (German Federal Ministry of Education and Research).

Academic Adviser, Reviewer and Policy Expert

- 2014-2016: Consulting expert for the research project „*Vertragsentscheidungen von Verbrauchern zwischen Recht und Psychologie – eine verhaltenspsychologische und neurowissenschaftliche Untersuchung der staatlichen Regulierung von Verbraucherentscheidungen*“ (*Contract Decisions of the Consumers between Law and Psychology (CLP). A Behavioral, Psychological, and Neuroscientific Analysis of State*

Regulation of Consumer Decisions). Karl-Franzens University Graz (A). (<https://zivilrecht.uni-graz.at/de/neuigkeiten/detail/article/forschungsprojekt-vertragsentscheidungen-von-verbrauchern-zwischen-recht-und-psychologie/>)

- 2013/2014: Reviewer of research proposals within the Call “*Nachhaltiges Wirtschaften*“ (Sustainable Economic Activities) as part of the research focus „*Sozial-ökologische Forschung (SÖF)*“ on behalf of the German Federal Ministry for Education and Research (BMBF), Berlin (DE).
- 2014: Consulting expert for the Foresight Workshop “The potential of eco-innovation for jobs, economic growth and sustainable development in the EU eco-industries” initiated by the European Commission – Joint Research Center, 19-20 March 2014, Brussels (B).
- 2013: Participant of the State and Outlook of the Environment Report (SOER) 2015 Workshop organized by the European Environment Agency, 09-10 December 2013, Copenhagen (DK).
- 2013: Consulting expert for the project “ENERGIE-RADAR: Bestandsaufnahme, Bedarfsanalyse und Handlungsbedarf in Bezug auf Energieforschung in Baden-Württemberg” coordinated by DIALOGIK gemeinnützige Gesellschaft für Kommunikations- und Kooperationsforschung mbH and supported by the Ministry of Science, Research and Art of Baden-Württemberg.
- 2013: Evaluation of conference abstracts for the 10th Biennial Conference on Environmental Psychology held on behalf of the Environmental Psychology Division of the German Association of Psychology, 22-25 September 2013, Otto-von-Guericke-University, Magdeburg (DE).
- 2013: Evaluation of conference abstracts for the conference of “Energy Systems in Transmission: Inter- and Transdisciplinary Contributions” hosted by Helmholtz Alliance ENERGY-TRANS, 09-11 October 2013, Karlsruhe (DE). <http://www.energy-trans.de/conference-2013/>
- 2013: Evaluation of conference abstracts for the SCORAI Workshop “Bridging Across Communities and Cultures Towards Sustainable Consumption”, Istanbul, 04. June 2013 in preparation for the Sustainable Consumption Research and Action Initiative (SCORAI) Conference, 12-14 June 2013, Clark University, Worcester (US).
- 2013: Listed Expert for *ConPolicy GmbH – Institut für Verbraucherpolitik* affiliated with research based on the Framework Contract (FWC2012/02/011). Lot 2: *Provision of evaluation, impact assessment and related services to the European Commission in the areas of public health, consumer protection and food chain* supported by DG SANCO.
- 2012: Independent special reviewer for: *Sustainable development in the European Union. 2011 monitoring report of the EU sustainable development strategy*. Eurostat: European Commission. Publications Office of the European Union, Luxembourg. http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-31-11-224/EN/KS-31-11-224-EN.PDF
- 2012: Expert at the Expert Hearing with members of the German Ethics Commission: “*Energiewende: Wo stehen wir? Was ist zu tun?*” (Die Rollen privater Haushalte, Incentivierungsmaßnahmen und Anreize für Konsumenten), on invitation of the National Academy of Science and Engineering (acatech) and Institute for Advanced Sustainability Studies e.V. (IASS), 28.06.2012, Berlin (DE).
- 20.04.2012: *Die neue Nachhaltigkeitsstrategie Baden Württemberg: Erwartungen, Beiträge, Perspektiven*. Expert at the „Auftaktveranstaltung zur neuen Nachhaltigkeitsstrategie“ on invitation of the Ministry of Environment, Climate Change and Energy Sector, Baden-Wuerttemberg. Neues Schloss, Stuttgart (DE)
- 05.06.2012: *All inclusive - Freizeit im Grünen ohne Grauen für die Natur*. Panel session at

the „Woche der Umwelt“ on invitation of the Federal President of Germany and the German Environmental Foundation (Deutsche Bundesstiftung Umwelt (DBU)), Schloss Bellevue, 5-6 June 2012, Berlin (DE) http://www.woche-der-umwelt.de/index.php?menuecms=2028&menuecms_optik=2024&programm_id=99

- 19.01.2011: Invited Expert at a Parliamentary Hearing on the topic of “*The future of consumer research*” on invitation of the German Parliament (Deutscher Bundestag), Committee on Food, Agriculture and Consumer Protection, 19th January 2011, Berlin, Deutscher Bundestag (video available at: http://www.bundestag.de/dokumente/textarchiv/2011/33016545_kw02_pa_landwirtschaft/ind ex.html); documented in: „Antworten zu den Fragen des Ausschusses für Ernährung, Landwirtschaft und Verbraucherschutz des Deutschen Bundestags zur Öffentlichen Anhörung mit dem Thema: „Moderne verbraucherbezogene Forschung ausbauen – Tatsächliche Auswirkungen gesetzlicher Regelungen auf Verbraucher prüfen (BT-Drs. 17/2343) im Deutschen Bundestag, Berlin, am 19. Januar 2011.“
- 2010: Adviser to *DG RESEARCH*, Brussels, on Consumer Science in the 8th Research Framework Programme of the EU.
- from 2006: Adviser to the *DG SANCO*, Brussels, concerning Europe’s “Sustainability Strategy, on “Behavioural Economics and Consumer Policy” as well as on “Consumer Behaviour”.
- from 2006: Adviser to the *Baden-Württemberg State Government* concerning state consumer policy issues and sustainability policy.
- 2004-2005: Expertise *Consumer policy for senior citizens*, for the German Centre for Age Questions (DZA), Berlin, for the Fifth Federal Government Age Report *Age Potentials in Business and Society*, Berlin (with Hans-W. Micklitz).
- 2004-2005: Adviser to the Bavarian State Government, *Bavarian State Ministry for Environment, Health and Consumer Protection*, concerning the development and implementation of a state consumer policy, Munich.
- 2004: Adviser to the Federal Chancellor's Office on *Consumer policy in the German sustainability strategy*, Berlin.
- 2002-2004: Project expert for the Federal Institute for Agriculture and Nutrition, Bonn.
- from 2002: Adviser to the Federal Consumer Ministry (BMVEL) in various matters, amongst others, expert advice relating to the 2nd *International Consumer Symposium*, Berlin, 8-9 June 2005.
- 2002 and 2003: Expert in the *EU Foresight for Transport Expert Consultation*, Interdisciplinary Centre for Comparative Research in the Social Sciences, Vienna (European Commission 5th Framework Programme), Vienna / Brussels.
- from 2000: Adviser and Expert for the **German Federal Research Ministry (BMBF)** in various areas, including
 - 2012: Evaluation of the proposals of the BMBF research programme „*Research for Sustainable Development*“ (Forschung für Nachhaltige Entwicklungen) (FONA) „Environmental and social transformation of the energy system“ (Umwelt- und gesellschaftsverträgliche Transformation des Energiesystems). Federal Ministry of Education and Research, Berlin (DE)
 - 2006: Evaluation of the results of the BMBF research programme *Social-ecological research* (with the German Eco-Institut, Hamburg) (www.sozial-oekologische-forschung.org)
 - 2005: Expert in the BMBF FONA (Research for Sustainability) Programme *Innovations as the key for sustainability in the economy* (www.fona.de).
 - 2004: Adviser on themes and question formulation for a new research programme *Product oriented sustainable management* within the new framework programme *Research for Sustainability* (www.fona.de).

- 2004-2005: Evaluation and Advice for the Competence Network for Agricultural and Nutrition Research, Project *From the agri-revolution to the consumer revolution* (www.konsumwende.de), BMBF – Support focus: Social-ecological research.
- 2004: Expert at the Federal Ministry for Education and Research (BMBF) FUTUR Process, Concept *Healthy nutrition: knowledge, markets and culture*. (www.futur.de).
- 2004: Evaluation of the interdisciplinary research project *The Nutrition Revolution* (www.ernaehrungswende.de) within the framework of EVALUNET – Evaluation network for interdisciplinary research, Ecoforum / Wissenschaftskolleg zu Berlin.
- 2003: Auditor in the Strategic Audit of the BMBF Research Framework Programme *Sustainability in Business*, Bonn (BMBF).
- 2000-2001: Project Expert for the Federal Ministry for Education and Research (BMBF), Bonn; Support focus: Possibilities and Limits of new Product Use Strategies.

Organisation of Conferences, Workshops and Networks

- 2015-2016: Member of the Scientific Advisory Board of the 2nd International Conference “*Transitions beyond the Consumer Society*” hosted by SCORAI (Sustainable Consumption Research and Action Initiative), 15-17 June 2016, University of Maine, Orono (US).
- 2015: Member of the Organizing Committee of the *Verbraucherforschungsforum 2015*, hosted by the Research Center Consumer, Market and Politics (CCMP) and partners at the Zeppelin University, 01-02 October 2015, Friedrichshafen (DE).
- 2015: Member of the organising committee of the *Global Bioeconomy Summit 2015* “*Promoting innovation, growth and sustainable development. Take the lead: meet and discuss with global decision makers*” hosted by the Bioeconomy Council of the German Federal Government, 25-26 November 2015, Berlin (DE).
- 2014-2015: Member of the organising committee of the workshop “*Nudging and Energy Policies*” hosted by acatech – Deutsche Akademie der Technikwissenschaften (German National Academy of Science and Engineering), 24 January 2015, Berlin (DE).
- 2014-2015: Member of the Scientific Committee of the 12th *European Nutrition Conference FENS 2015* “*Nutrition and health throughout life-cycle – Science for the European consumer*”, 20-23 October 2015, Berlin (DE).
- 2014: Co-Initiator of the conference *The new policy ABsC: 5 years of Applied Behavioral Science in Public Policy*. On behalf of TEN, the European Nudge Network endorsed and supported by OECD, EU Commission and ESOF 2014, 27 June 2014, Roskilde University, Roskilde (DK).
- 2014: Organizer of the Workshop *Zeit der Nachhaltigkeit – Zeiten für Nachhaltigkeit*. on behalf of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety in cooperation with the German Federal Agency for the Environment, 22 May 2014, Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Berlin (DE).
- 2014: Convener of the scientific conference 2. *Verbraucherforschungsforum: Die Grenzen des rationalen Konsumierens* on behalf of ZU Research Center Consumer, Market and Politics (CCMP), 03-04 April 2014, Zeppelin University, Friedrichshafen (DE).
- 2014: On behalf of the CBS Sustainability Platform and the Public-Private Platform, organizer of a public lecture with Harvard professor Cass R. Sunstein, 20 January 2014, Copenhagen Business School, Copenhagen (DK).
- 2013-2014: Member of the Scientific Committee for the Second Biennial Conference of the Global Research Forum on Sustainable Production & Consumption, 08-11 June 2014, Fudan University, Shanghai (CN).

- 2013: On behalf of the CBS Sustainability Platform and the Public-Private Platform, organizer of a public lecture with Harvard professor Cass R. Sunstein and the subsequent panel discussion with Pia Olsen Dyhr, Danish Acting Minister of Environment and Karin Klitgaard, Director of Environmental Policy of the Danish Industry, 06 June 2013, Copenhagen Business School, Copenhagen (DK).
- 2013: Convenor of a closed seminar with Harvard professor Cass R. Sunstein and the subsequent panel discussion with Deputy Director Anders Hoffmann of the Danish Business Authority on behalf of the CBS Public-Private Platform and CBS Sustainability Platform, 05 June 2013, Copenhagen Business School, Copenhagen (DK).
- 2013: Member of the Scientific Committee at the conference of “Energy Systems in Transmission: Inter- and Transdisciplinary Contributions” hosted by Helmholtz Alliance ENERGY-TRANS, 09-11 October 2013, Karlsruhe (DE). <http://www.energy-trans.de/conference-2013/>
- 2013: Convenor (with Prof. Peter Kenning, Zeppelin University Friedrichshafen and Netzwerk Verbraucherforschung of the Federal Ministry of Food, Agriculture and Consumer Protection) of the 1. Fachforum "Alternativen zum Informationsparadigma der Verbraucherpolitik" (*Alternatives to the information paradigm*), 24th January 2013, Zeppelin University Friedrichshafen (Germany) (see <http://www.zu.de/veranstaltungen/?id=1172>).
- 2013: Convenor of the 3rd Expert Workshop "Neue Kommunikationsformen zu Nanotechnologien" (*How to communicate nanotechnologies to the consumers*)– Erfahrungen und Erwartungen in der Verbraucherkommunikation on behalf of the Baden-Wuerttemberg Ministry of Consumer Protection (MLR), 29th January 2013, Stuttgart (Germany).
- 2013: Member of the Sustainable Consumption Research and Action Initiative (SCORAI) Scientific Committee for the Conference “The Future of Consumerism and Well-being in a World of Ecological Constraints”, 12-14 June 2013, Clark University in Worcester, Massachusetts (United States). <http://scorai.org/clark-university-2013/>
- from 2012: Member of the Steering Committee of the *Virtual Community on Sustainability and Consumption* at the Aarhus University, Business and Social Sciences, Department of Business Administration. Aarhus (Denmark) (see <http://badm.au.dk/research/research-groups/sustainability-and-consumption/about/problem/>).
- 2011: Appointed by the German Government on behalf of the Ministry of the Environment (BMU) and the Ministry of Economic Cooperation and Development (BMZ), Berlin to the Advisory Board of the International Conference in Bonn, 2011: “The Water, Energy and Food Security Nexus: Water Resources in the Green Economy” (i.e., the German Preparatory Conference for the 2012 UNCSD 2012, Rio+20 Conference in Rio de Janeiro). (www.water-energy-food.org).
- Convenor of three “Policy-Meets-Research Workshops” on “*Sustainable Food Consumption*” on behalf of the CORPUS consortium, 21./22.10.2010, 27./28.01.2011 and 12./13.5.2011, on the premises of the Austrian Ministry of Environment, Vienna (Austria).
- Convenor of an Expert Workshop on *Nanotechnologies and the Consumer* on behalf of the Baden-Wuerttemberg Ministry of Consumer Protection (MLR), 9th December 2010, Stuttgart (Germany).
- Convenor (with Gesa Schönberger, Dr. Rainer Wild-Stiftung Heidelberg) of a 2-day Conference “14. Heidelberger Ernährungsforum: *Neues aus der Verbraucherforschung: Erkenntnisse und deren Umsetzung in Politik und Praxis*”, 29-30 September 2010, Konferenzzentrum der Dr. Rainer Wild Stiftung, Heidelberg (Germany).
- Convenor (with Hans Micklitz, EUI) of an Academic Symposium on “*Behavioural Economics, Consumer Policy, and Consumer Law – An International and Interdisciplinary Symposium*”, in cooperation with the European University Institute in Florence, Department of Law, 24-26th June 2010 (Italy).

- Convenor (with Peter Møllegaard, CBS) of the PRME/CBS International Conference on Responsible Management Education: “*Sustainable Leadership in the Era of Climate Change*”, 23-24th November 2009, Copenhagen (Denmark).
- Convenor and Session Chair (with Hans Micklitz, EUI) of an Academic Workshop on “*Nanoscience and Nanotechnology: Consumer Regulation in Europe and Abroad - Chances and pitfalls of nanotechnology from a consumers’ perspective*”, in cooperation with the European University Institute in Florence, Department of Law, 5-6th December 2008 (Italy).
- Convenor and Session Chair (with Suzanne Beckmann, CBS) for the session “*Consumer policies against childhood obesity*” at the Nordic Consumer Policy Research Conference, Helsinki, October 3-5, 2007 (Finland).
- Convenor and Session Chair for the session “*Comparative consumer policies*” at the Nordic Consumer Policy Research Conference, Helsinki, October 3-5, 2007 (Finland).
- Convenor and Session Chair (with Inge Røpke, DTU Lyngby) for the session “*Sustainable Consumption*” at the ISEE 2006 9th Biennial Conference of the International Society of Ecological Economics (ISEE) on “*Ecological Sustainability and Human Wellbeing*”, 15.-19.12.2006, Delhi (India).
- Convenor and Session Chair (with Joachim Spangenberg, Vienna) for the session *The politics of sustainable consumption within an era of global environmental change* at the 6th Open Meeting of the Human Dimensions of Global Environmental Change Program (IHDP) entitled *Global Environmental Change, Globalization and International Security: New Challenges for the 21st Century*, Bonn, 9-13 October 2005 (www.ihdp.org) (Germany).
- Content planning (with the research group Time and Nutrition) for the meeting of the Tutzing Time Academy / Heidelberg Nutrition Forum in co-operation with the Dr. Rainer Wild Foundation, Heidelberg: *The taste of the times. A basis for contemporary nutrition*. 27-29 September 2005. Evangelical Academy, Tutzing (Germany).
- Content planning and Co-Chair (with Prof. Dr. Christoph Hubig, University of Stuttgart) of Section Two *Business ethics and business culture of individual consumer decisions* of the Seventh Meeting of the Business Ethics committee of the German Philosophy Society on “*Consumer Ethics*”, Zeppelin University, Friedrichshafen, 18-20 November 2004 (Germany).
- Content planning and meeting co-ordinator (with Dr. Martin Held) of the international conference *Perspectives on business aspects of consumer policy* in co-operation with the Evangelical Academy Tutzing, financed by the Federal Ministry for Consumer Protection, Nutrition and Agriculture (BMVEL), 28-30 June 2004 (Germany).
- Content planning (with Prof. Dr. Gerhard Raab) of the Symposium *Corporate citizenship: the challenge of a consumer policy for business and society*, organized by the Transatlantic-Institute of the University of Applied Sciences, Ludwigshafen, 7 May 2004 (Germany).
- 6th Nordic Environmental Research Conference, Turku/Abo, Finland, Workshop Convenor and Session Organiser of the Special Session *Sustainable Consumption* (with Prof. Inge Røpke, DTU, Copenhagen, DK), 12-14 June 2003 (Finland).
- Organisation of an Expert Workshop *Media awareness of sustainability*, University of Hohenheim, in co-operation with the Department of Environmental Management, University of Hohenheim, financed by the BMBF, Bonn, 3-4 February 2003 (Germany).
- 5th Nordic Environmental Research Conference, Aarhus; Workshop Director and Convenor of the Special Session *Sustainable Consumption* (with Prof. Dr. Dr. Folke Ölander, Aarhus School of Business), 8-10 June 2001 (Denmark).
- Session Chair at the Annual Meeting of the Union for an Ecological Economy, Evangelical Academy Tutzing, May 2001 (Germany).
- Session Chair at the European Association for Consumer Research (EACR) Biannual Conference, Berlin May 2001 (Germany).

Session Chair and Panel Discussion Host (recent)

- 28.01.2015: Moderator of “European Soirée on Non-Financial Disclosure” hosted by the German Council for Sustainable Development, Berlin (DE).
- 09.07.2014: Co-Chair with John Thøgersen of the symposium “Sustainable Consumption” at the 28th International Congress of Applied Psychology (ICAP), “From crisis to sustainable well-being”, 8-13 July 2014, Paris (FR).
- 30.06.2014: Chair of the “Practitioners panel: avenues for complementarity and collaboration” at the symposium “Business in Development – new avenues for complementarity and collaboration” held as part of the GLOBAL VALUE European 7th Framework Research project and hosted by the Institute for Managing Sustainability at Vienna University of Economics and Business in collaboration with the Austrian Development Agency (ADA) and the Austrian Institute for Collaboration in Development Cooperation (ICEP), Vienna University of Economics and Business, 30th June 2014, Vienna (AU).
- 13.06.2013: Session Chair “Values” at the Sustainable Consumption Research and Action Initiative (SCORAI) Conference, 12-14 June 2013, Clark University, Worcester (US).
- 13.06.2013: Session Chair “European Perspectives” at the Sustainable Consumption Research and Action Initiative (SCORAI) Conference, 12-14 June 2013, Clark University, Worcester (US).
- 07.12.2012: Moderation at the 5 Deutscher Nachhaltigkeitstag (5th German Sustainability Day), Deutscher Nachhaltigkeitspreis, 07 December 2012, Duesseldorf (DE).
- 05.12.2012: Moderation at the Topic Day „Demographic change - opportunity for renewal?“ (Thementag „Demografischer Wandel – Chance zur Erneuerung?“), Bundesinstitut für Bevölkerungsforschung and schufa, 5 December 2012, Berlin (DE) http://www.bib-demografie.de/SharedDocs/Meldungen/DE/TopThema/schufa_tagung.html
- 22.11.2012: *A note on the trajectories of the concept of sustainable development.* Presentation at conference “10 years celebration conference CSR 10+”, Copenhagen Business School, Copenhagen (DK).
- 27.10.2012: *Expert Statement at the Panel Discussion „Die Energiewende im Land gemeinsam gestalten“.* Annual Conference 2012 of the Heinrich Böll Foundation Baden-Wuerttemberg, „Grüne Energie: Wende für Baden-Württemberg“, Pforzheim (DE).
- 05.06.2012: *All inclusive - Freizeit im Grünen ohne Grauen für die Natur.* Panel session at the „Woche der Umwelt“ on invitation of the Federal President of Germany and the German Environmental Foundation (Deutsche Bundesstiftung Umwelt (DBU)), Schloss Bellevue, 5-6 June 2012, Berlin (DE) http://www.woche-der-umwelt.de/index.php?menuecms=2028&menuecms_optik=2024&programm_id=99
- 16.05.2012: Moderation of the Expertenworkshop Krankenhausernahrung (Expert Workshop „Food in hospitals“). Dr. Rainer Wild-Stiftung und Robert Bosch Stiftung. Stuttgart (DE).
- 20.04.2012: *Die neue Nachhaltigkeitsstrategie Baden Württemberg: Erwartungen, Beiträge, Perspektiven.* Expert at the „Aufaktveranstaltung zur neuen Nachhaltigkeitsstrategie“ on invitation of the Ministry of Environment, Climate Change and Energy Sector, Baden-Wuerttemberg. Neues Schloss, Stuttgart (DE).
- 02.02.2012: Moderation of the Parlamentarischer Abend (parliamentary evening) “Mehr Energieeffizienz ist nötig – Welche Anreize sind für Verbraucher denkbar. Vertretung des Landes Baden-Wuerttemberg bei der Europäischen Union, Brussels (B).
- April-June 2011: Moderator of the “Charter for Agriculture and Consumers” (“Charta für Landwirtschaft und Verbraucher”) on behalf of the *German Federal Ministry of Nutrition, Agriculture and Consumer Protection (BMELV)*. Berlin: BMELV

Editorial Work and Peer Reviewing

- 2014: Appointed to the Editorial Review Board of the newly founded *Journal of Marketing Behavior*.
- from 2006: Editor in Chief of the *Journal of Consumer Policy*, an international, peer reviewed academic journal (Springer Publishers)
- 2004-2006: Associate Editor *Journal of Consumer Policy*.
- Since 2013: Member of the Advisory Board for the Springer Book Series “Economic Analysis of Law in European Legal Scholarships” edited by Klaus Mathis, Center for Law and Sustainability, University of Lucerne (CH).
- With Guest Editor Cass Sunstein, Harvard University: Special Issue on “Behavioural Economics, Environmental Policy and the Consumer” of the *Journal of Consumer Policy* (Springer Scientific Publishers). Publication date: September 2014.
- With Co-Editors Gerd Scholl and Michael Sedlacko: Guest Editor of a Special Issue on “Sustainable Food Consumption: Current Trends, Policy Approaches, and Future Scenarios” *Sustainability: Science, Practice, and Policy*, 9(2), 2013 (<http://sspp.proquest.com/>).
- With Guest-Editors Gunnar Mau and Hannah Schramm-Klein: Special Issue on “Consumer Socialization, Buying Decisions and Consumer Behaviour in Children” of the *Journal of Consumer Policy* (Springer Scientific Publishers). Publication date: June 2014
- 2008: Appointed to the editorial board of the book series “*Beiträge zu Theorie und Praxis starker Nachhaltigkeit*“, Metropolis Publisher, Marburg.
- from 2001: Member of the Editorial Board of the yearbook "Basic Issues in Normative und Institutional Economics" (*Jahrbuch Normative und institutionelle Grundfragen der Ökonomik*) (Marburg: Metropolis).
- from 2000: Peer reviews for (*selection*): BMC Psychiatry, Advances in Research, International Journal of the Commons, Journal of the Economics of Aging, Journal of Business Ethics, Journal of Consumer Affairs, International Journal of Consumer Studies, Hauswirtschaft & Wissenschaft, Journal of Economic Psychology, American Journal of Public Health, Review of Managerial Science, Bundesgesundheitsblatt - Gesundheitsforschung – Gesundheitsschutz, Agrarwirtschaft: German Journal of Agricultural Economics, Umweltpsychologie, Sustainability, Journal of Industrial Ecology, Environmental Values, Time & Society.
- from 1999: Book Review Editor "Economics and Social Sciences", *Journal of Consumer Policy*.

Awareness Raising in the Mass Media

About 800 interviews und popular scientific articles and reports in print media, radio, TV on various themes concerning consumer, sustainability and business, inter alia in newspapers – Die Zeit, Zeit Campius, SPIEGEL Wissen, Der Stern, Die Welt, Der Spiegel, Süddeutsche Zeitung, Südwestpresse, Stuttgarter Zeitung, Handelsblatt, taz, Badische Zeitung, Rhein-Neckar-Zeitung, Frankfurter Allg. Zeitung Politikken – and TV/radios programmes such as: Deutschland Radio, Deutschlandfunk, SWR, First (ARD) and Second German Television Channel (ZDF), Norddeutscher Rundfunk (NDR), Australian Broadcasting Corporation (ABC) and several Australian radio channels,).

(detailed list available on demand)