

# Short CV, Lucia Reisch

## Copenhagen Business School (Denmark)

### Positions

- 2006- Professor for Consumer Behaviour and Consumer Policy at the Copenhagen Business School, Copenhagen, Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, cbsCSR
- 2005- Editor in Chief of the Journal of Consumer Policy (Springer Publ.)
- 2011- Permanent Guest Professorship at the "Center for Consumers, Markets and Politics" (CCMP) at the Zeppelin University, Friedrichshafen (Germany)

### Short Bio

#### *Education and Academic Degrees*

- Master in Economics and Social Sciences at the University of Hohenheim (Germany) and Studies of Business Administration at UC Los Angeles, CA (US)  
*Honors: Best Graduate of the Year 1988*
- Doctorate in Economics (*summa cum laude*) at University of Hohenheim

#### *Key Current Research Fields*

Behavioural economics; Sustainable consumption and production; consumer behaviour; Behavioural Economics and policy; innovative governance; consumer and nutrition policies; energy efficiency and sustainable energy systems; European consumer policy; governance of sustainable development

#### *Ongoing International Research Projects*

I.Family – European Commission's Seventh Framework Programme FP7 266044 (KBBE 2010-4). <http://www.ifamilystudy.eu/>

NUDGE-IT – The Neurobiology of Decision-Making in Eating – Innovative Tools. A 5- year European 7th Framework Collaborative Project (KBBE.2013.2.-01) coordinated by Center for Integrative Physiology, University of Edinburgh.

EU-InnovatE– Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship", a European 7th Framework Project (SSH.2013.2.1-1) coordinated by Technical University of Munich and ABIS, Paris.

GLOBAL VALUE – Assessing the Impacts of Multinational Corporations on GLOBAL Development and VALUE Creation. A European 7th Framework Project (SSH. 2013.2.1-3) coordinated by Vienna University of Economics and Business.

Future Fashion – MISTRA Foundation Stockholm  
<http://www.mistrafuturefashion.com/en/Sidor/default.aspx>

*Scientific Boards and Policy Advise Committees (selected)*

Chair of the German Advisory Council for Consumer Issues (Sachverständigenrat Verbraucher) at the Federal Ministry of Justice and Consumer Protection, Berlin

Lifelong Member of the German Academy of Science and Engineering (acatech)

Member of the German Chancellor's Ethics Commission for Secure Energy Supply

Member of the German National Council for Sustainable Development, Berlin

Member of the Bioeconomy Council of the German Government, Berlin

Deputy Chair of the Council for Sustainable Development of the State of Baden-Wuerttemberg, Stuttgart

Chairwoman of the Consumer Committee of the State of Baden-Wuerttemberg

2002-2011: Chairwoman of the Academic Advisory Council for Consumer and Nutrition Policy of the Federal Ministry for Nutrition, Agriculture, and Consumer Protection, Berlin

*Publications*

About 400 academic publications, partly in high ranking Journals e.g. Harvard Environmental Law Review (see publication list on CBS website)

*See also*

[www.cbs.dk/staff/lr](http://www.cbs.dk/staff/lr)

May 2015