

Isabel Schäufele-Elbers

Research Interests

sustainable consumption behaviour, rural development and tourism, wine choice, organic and local food

Professional Career

<i>02/2022 – present</i>	Assistant Professor at the Faculty of Economics and Management University of Bozen-Bolzano
<i>01/2021 – 11/2021</i>	Parental leave
<i>10/2014 – 12/2020</i>	Research Assistant at the Department of Agricultural and Food Marketing University of Kassel Maternity and parental leave: 08/18 – 09/19 and 10/20 – 12/20
<i>07/2014 – 08/2014</i>	Student Assistant at the Institute for Agricultural Policy and Market Research Giessen University
<i>07/2012 – 09/2012</i>	Internship at the Department of Channel Marketing / Out-of-home Market Gerolsteiner Brunnen GmbH & Co KG, Gerolstein
<i>09/2011 – 05/2012</i>	Employee at the family-owned winery Kelterhof Winery, Oberderdingen
<i>05/2011 – 07/2011</i>	Marketing internship abroad and bachelor thesis Nitida Winery, South Africa
<i>09/2009 – 02/2010</i>	Internship semester in product management Henkell & Co. Sektkellerei KG, Wiesbaden

Education

<i>07/2018</i>	PhD in Economics and Social Sciences , Dr. rer. pol., summa cum laude Department of Agricultural and Food Marketing, University of Kassel <ul style="list-style-type: none">▪ Dissertation: Factors influencing the purchase behaviour of consumers for organic wine: An analysis of household panel data▪ GEWISOLA Award 2019 for special achievements of young researchers, German Society of Economic and Social Sciences in Agriculture
<i>04/2012 – 06/2014</i>	M.Sc. in Food Economics , very good (1,6) Giessen University <ul style="list-style-type: none">▪ Main focus: quantitative analyses of food markets▪ Thesis: Erzielen Weine mit höherer Qualität auch höhere Preise? Empirische Analyse der DLG-Bundesweinprämierung 2013
<i>10/2007 – 10/2011</i>	B.A. in Wine Management , good (1,9) Heilbronn University of Applied Sciences <ul style="list-style-type: none">▪ Main focus: Marketing of wine and spirits▪ Thesis: Der Einsatz von Social Media in der Kommunikationspolitik mit Implikationen für die Weinwirtschaft
<i>09/2004 – 07/2007</i>	University entrance qualification (Abitur) , Friedrich-List-Schule, Wirtschaftsgymnasium, Karlsruhe