

Isabel Schäufele-Elbers

Faculty of Economics and Management, Free University of Bozen-Bolzano
ischaeufelers@unibz.it

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- Current Positions** *Assistant Professor*, Free University of Bozen-Bolzano, Faculty of Economics and Management, from February 2022 to February 2028 (fixed term position)
- Associate Editor*, Q Open A Journal of Agricultural, Climate, Environmental, and Food Economics
- Past Positions** *Visiting Researcher*, Copenhagen Business School, Consumer and Behavioural Insights Group at the Department for Management, Society and Communication, 07/2025 to 09/2025
- PhD Student and Post Doc*, University of Kassel, Department of Agricultural and Food Marketing, 2014 to 2020
- Research Assistant*, University of Giessen, Institute for Agricultural Policy and Market Research, 2014
- Academic Education** Habilitation in Agricultural Economics, awarded by the Italian Ministry of University and Research, obtained in October 2024
- PhD in Economics and Social Sciences, Dr. rer. pol., summa cum laude
University of Kassel, Department of Agricultural and Food Marketing
Dissertation: Factors influencing the purchase behaviour of consumers for organic wine: An analysis of GfK household panel data, 2014-2018
- M.Sc. in Food Economics, University of Giessen, Main focus: Quantitative analyses of food markets, Master-Thesis: Do High-quality Wines Capture Higher Prices? A Hedonic Price Analysis on DLG Quality Tests, 2012-2014
- B.A. in Wine Management, Heilbronn University of Applied Sciences, Main focus: Marketing of wine, Bachelor-Thesis: Implementing Social Media in Communication Strategies of Wine Businesses, 2007-2011
- Awards, Scholarships** Research Mobility Scholarship, funded by the Province of Bozen-Bolzano, to conduct visiting research at Copenhagen Business School, 2025
- Zia Fellowship: Visible Women in Science selected by DIE ZEIT, 2024
- Research Award Sustainability der Stiftung Südtiroler Sparkasse, 2023
- GEWISOLA Award 2019 for special achievements of young researchers, German Society of Economic and Social Sciences in Agriculture
- PhD scholarship, Demand analysis for organic wine, funded by the Federal Office for Agriculture and Food (BLE)
- Third party funding** PI, From Beef to bean: the potential of true pricing as an instrument for systemic change in the transition to plant-based alternatives, FutureFoodS for Sustainable Food Systems: 1st Transnational EU Co-Funded Call 2025, EUR 1,291,760.00, own share: EUR 244,640.00
- Co-PI, Sustainable and Resilient Wine Ecosystems: Adaptation, Market Innovation, and Social Inclusion, HORIZON TMA MSCA Staff Exchanges 2025, EUR

1,548,090.00, own share: EUR 110,000.00

PI, Demand analysis organic wine, Federal Programme for Organic Farming and Other Forms of Sustainable Agriculture (BÖLN), EUR 85,516, 2015-2018

Projects

Governing the agri-food supply chain: how to improve smallholders competitiveness, funded by PRIMA (Partnership for Research and Innovation in the Mediterranean Area) with the financial support of the Ministry MUR (Ministero dell'Università e della Ricerca). 2022 to 2025. Project team member.

Organic sales potential, Federal Programme for Organic Farming and Other Forms of Sustainable Agriculture (BÖLN), funded by the Federal Ministry of Food and Agriculture. 2018 to 2020. Project lead.

Analysis of demand for organic wine, Federal Programme for Organic Farming and Other Forms of Sustainable Agriculture (BÖLN), funded by the Federal Ministry of Food and Agriculture. 2014 to 2018. Project lead.

Evaluation of the EU Co-funded promotion and information campaign "Den Geschmack der Region Hohenlohe erleben: Schwäbisch-Hällisches

Publications

Schäufele-Elbers, I., Bonjak, M., Gastaldello, G., & Schamel, G. (2025). Nudging meat off the plate in food service? A systematic review and meta-analysis identifying moderators in field-based intervention studies. *Journal of Environmental Psychology*, 108, 102830. <https://doi.org/10.1016/j.jenvp.2025.102830>

Gastaldello, G., Bonjak, M., Schäufele-Elbers, I., & Schamel, G. (2025). Are consumers willing to pay more for sustainable wine? A pre-registered systematic review and meta-analysis. *Food Quality and Preference*, Article 105655. <https://doi.org/10.1016/j.foodqual.2025.105655>

Cozzio, C., Schäufele-Elbers, I., & Maurer, O. (2024). Empowering tomorrow: Nurturing young tourists to lower food waste. *Annals of Tourism Research Empirical Insights*, 5(2), 100156. <https://doi.org/10.1016/j.annale.2024.100156>

Schäufele-Elbers, I., Schamel, G., & Perathoner, M. (2024). Nudging food waste off the plate? An explorative study investigating the generation of plate waste over time and the effectiveness of information nudges to bridge the attitude-behavior gap. *Journal of Foodservice Business Research*, 774792. <https://doi.org/10.1080/15378020.2024.2359088>

Schäufele-Elbers, I., Ricci, E. C., & Sidali, K. L. (2024). A European quality term for mountain wines? An online experimental auction with Italian consumers. *Mountain Research and Development*, 44(2), R1R9. <https://doi.org/10.1659/mrd.2023.00030>

Gastaldello, G., Schäufele-Elbers, I., & Schamel, G. (2024). Factors influencing wine ratings in an online wine community: The case of Trentino-Alto Adige. *Journal of Wine Economics*, 122. <https://doi.org/10.1017/jwe.2024.2>

Schäufele-Elbers, I., & Janssen, M. (2023). Consumer segmentation based on three dimensions of sustainable food consumption: A simultaneous analysis of meat, organic food, and sweet snack purchases based on household panel data in Germany. *Frontiers in Nutrition*, 10, Article 1140636. <https://doi.org/10.3389/fnut.2023.1140636>

Schäufele, I., & Janssen, M. (2021). How and why does the attitude-behavior gap differ between product categories of sustainable food? *Analysis of organic food*

purchases based on household panel data. *Frontiers in Psychology*, 12, Article 595636. <https://doi.org/10.3389/fpsyg.2021.595636>

Janssen, M., Schäufele, I., & Zander, K. (2020). Target groups for organic wine: The importance of segmentation analysis. *Food Quality and Preference*, 79, 103785. <https://doi.org/10.1016/j.foodqual.2019.103785>

Schäufele, I., Barrera Albores, E., & Hamm, U. (2019). The role of species for the acceptance of edible insects: Evidence from a consumer survey. *British Food Journal*, 121(9), 21902204. <https://doi.org/10.1108/BFJ-01-2019-0017>

Schäufele, I., & Hamm, U. (2018). Wine consumers reaction to prices, organic production and origins at the point of sale: An analysis of household panel data. *Renewable Agriculture and Food Systems*, 34, 113. <https://doi.org/10.1017/S174217051800056X>

Schäufele, I., Pashkova, D., & Hamm, U. (2018). Which consumers opt for organic wine and why? An analysis of the attitudebehaviour link. *British Food Journal*, 120(8), 19011914. <https://doi.org/10.1108/BFJ-03-2018-0141>

Schäufele, I., & Hamm, U. (2018). Organic wine purchase behaviour in Germany: Exploring the attitudebehaviour gap with data from a household panel. *Food Quality and Preference*, 63, 111. <https://doi.org/10.1016/j.foodqual.2017.07.010>

Schäufele, I., & Hamm, U. (2017). Consumers perceptions, preferences and willingness to pay for wine with sustainability characteristics: A review. *Journal of Cleaner Production*, 147, 379394. <https://doi.org/10.1016/j.jclepro.2017.01.118>

Schäufele, I., Herrmann, R., & Szolnoki, G. (2016). Do high-quality wines capture higher prices? A hedonic price analysis on DLG quality tests. *German Journal of Agricultural Economics*, 65(2), 132150. <https://doi.org/10.52825/gjae.v65i2.2025>

Teaching

Courses:

Sustainable Tourism and Regional Development, Free University of Bozen-Bolzano, under-graduate

Enogastronomic Tourism, Free University of Bozen-Bolzano, post-graduate

Destination Management, Free University of Bozen-Bolzano, post-graduate

Project Seminar Marketing Research, University Kassel, post-graduate

Agricultural Markets, University Kassel, under-graduate

Marketing Research, University Kassel, post-graduate

Contests:

Students Sprint 2025: challenge based on the Google Design Sprint Methodology, where interdisciplinary student teams solve on real world challenges proposed by companies, University of Bolzano, February 2025; expert advisor.

Academic Talks

7th Wine & Hospitality Management Workshop (Lausanne, Switzerland), A default portion-size nudge to reduce meat consumption in a hotel restaurant: Effects on guests satisfaction and plate waste, 2025.

XVII Congress of the European Association of Agricultural Economists (EAAE) (Rennes, France), Is nudging effective to reduce meat consumption in food ser-

vice? A systematic review and meta-analysis of field intervention studies, 2023.

Workshop on Tourism Sustainability and Regional Development (Brunico, Italy), Do simple information nudges at the breakfast buffet reduce hotel guests plate waste? A field experiment in South Tyrol, 2023.

Consumer Behavior in Tourism Symposium Emerging Topics (online, Trier, Germany), (1) Bridging the gap to more sustainable travel behavior: The role of spillover effects from daily life and destination image and (2) Is nudging effective to reduce meat consumption in food service? A systematic review and meta-analysis of field intervention studies, 2023.

18th International European Forum (Igls-Forum, EAAE Seminar) on System Dynamics and Innovation in Food Networks (Garmisch-Partenkirchen, Germany), Nudging the next generation of tourists to reduce food waste at the hotel buffet, 2023.

Media & Speaker

Verhaltensanreize für weniger Fleischkonsum: Wie wirksam ist Nudging tatsächlich?, Blog transforming economies (February 11, 2026), Bertelsmann Stiftung, expert opinion.

Wie die Gestaltung von Speisekarten das Klima beeinflusst, taz die tageszeitung (January 3, 2026), newspaper article.

Bringen subtile Anstupser etwas, damit weniger Fleisch gegessen wird?, radio eins, Rundfunk Berlin-Brandenburg (rbb), Podcast Die Profis (December 20, 2025), interview with Prof. Günter Schamel.

TV presentation of the study „Default Portion-Size Nudge and Meat Consumption: Effects on Compensation Behavior, Guest Satisfaction, and Plate Waste“, RAI Südtirol Scientific Journal (May 25, 2025), television feature.

„Reducing Food Waste Through Awareness“, Südtiroler Wirtschaftszeitung, No. 49/24 (December 20, 2024), p. 23, newspaper article.

Online talk „Nudging in Gastronomy: How Guests Can Be Encouraged to Make More Sustainable Choices“ for the IDM Sustainability Community (December 17, 2024).

„The Value of Mountain Wines“, Südtiroler Wirtschaftszeitung, No. 42/24 (November 1, 2024), p. 19, newspaper article.

„Die Nachhaltigkeit bleibt zu Hause“, Südtiroler Wirtschaftszeitung, No. 31 (August 11, 2024), p. 13, newspaper article.

Podcast interview ZEIT Verlag, „Zia Audible Women in Science“, Episode 21: Isabel Schäufele-Elbers (2024).

Portrait „Women in Science“, RAI Südtirol, Womens Magazine (February 4, 2024), television interview.

Audio feature „Kleine Anstupser in Richtung Bio“, unibz insight (2023), podcast contribution.

„Stupsen Sie Ihre Gäste doch einmal an. Nudging in der Gastronomie: Ein vielversprechendes Instrument zur Verhaltensänderung“, HGV-Zeitung (September 2023), p. 29, trade journal article.

Talk „Nudging How Can Customers Be Encouraged to Make More Sustainable Choices?“ at the meeting of the "Regenerative Leaders" of IDM at PUR Südtirol, Lana (September 20, 2023), invited talk.

„Gegen die Lebensmittelverschwendung“, Südtiroler Wirtschaftszeitung (August 11, 2023), p. 13, newspaper article.

IDM Sustainability Talk „Nudging: How Can Customers Be Encouraged to Make More Sustainable Choices?“ (August 4, 2023), online talk.

Talk „Sustainable Food Consumption: Trends and Challenges“ at the initiative seminar „Sustainable Agriculture between Efficiency and Responsibility“, organized by the Konrad-Adenauer-Stiftung (Department of Talent Promotion and Culture), Bozen (March 30, 2023), invited lecture.

Lecture „Sustainable Food Consumption: Trends and Challenges“ within the series of lectures on sustainability, Free University of Bozen-Bolzano (January 11, 2023), invited lecture.

Interview on organic food and sustainability, RAI Südtirol, Umwelt aktiv (September 16, 2022), television interview.

Interview on organic food purchases, ORF Südtirol heute (September 7, 2022), television interview.

„Wie nachhaltig ernähren sich Südtirols Familien tatsächlich?“, News Province of Bolzano (September 1, 2022), online article.

Selected talk „Sustainable Food Consumption: Understanding the Gap between Intention and Purchase Behaviour“ at the Sustainability Days South Tyrol 2022, Bolzano (September 1, 2022), conference presentation.

„Was man sagt und was man tut“, Horizont Planung und Analyse (August 29, 2022), online article.

Salto.bz: Ernährung: Nachhaltiger Lebensmittelkonsum, Salto.bz (August 23, 2022), online article.

Referee

PhD Thesis External Examiner: Berlianti Putrli (2025): Alternative proteins and novel foods: Consumer acceptance and marketing of insect-based food in Western countries.

Journal Referee: Appetite, Nature Foods, Food Quality and Preference, Journal of Agricultural Economics, Journal of Agricultural and Applied Economics, Journal of Agriculture and Rural Development, Journal of Agricultural and Food Economics, Journal of Cleaner Production, Organic Agriculture, Renewable Agriculture and Food Systems, Austrian Journal of Agricultural Economics and Rural Studies, Journal of Wine Research, Journal of Asia Business Studies, BMC Public Health, Annals of Tourism Research, Corporate Social Responsibility and Environmental Management, Journal of Macromarketing, Zeitschrift für Psychologie, Frontiers in Sustainability

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