

University Academic Curriculum Vitae

Education since leaving school

- year and title of first degree; (and university): 2011, B.A. in Wine Management, Heilbronn University of Applied Sciences
- year and title of post-graduate degrees (and university): 2014, M.Sc. in Food Economics, Giessen University
- year, subject area and title of PhD (and university): 2018, PhD in Economics and Social Sciences, Dr. rer. pol, Factors influencing the purchase behaviour of consumers for organic wine: An analysis of household panel data
- Habilitation in Agricultural Economics from the Italian Ministry of Universities and Research, 2024

Present appointment

- Junior Researcher (RTDa) in Agricultural Economics
- Start: 15.02.2022
- Level of appointment (in national / international context): Assistant Professor
- employer (University, research institute, status of university / institute): Free University of Bolzano
- brief description of responsibilities: Teaching: Enogastronomic Tourism and Sustainable Tourism Development; Research:

The research activity analyses strategies and interactions between agriculture and the tourism sector. It addresses how actors in agriculture and tourism can design and implement sustainable organizational and managerial solutions to invigorate the competitiveness of the regional agri-food sector. The aim is to propose a menu of effective solutions to interact with the tourism sector and to exploit existing synergies. These solutions identify innovative ideas and management processes within and between sectoral boundaries, governance, and marketing strategies to generate valuable competitive economic benefits and adaptations to the regulatory and institutional environment to improve the competitiveness and the potential of positive external effects between the agriculture and tourism.

Chronological list of all previous employments (each with job title, starting and finishing dates, level, employer, responsibilities)

Professional experience

From / to	Job title	Name of academic Institution	Academic level	responsibilities
2014-2020	Research Assistant	Department of Agricultural and Food Marketing University of Kassel	Research Assistant (wissenschaftliche Mitarbeiterin)	-Project "Organic sales potential": evaluating market performance for food and beverage markets with panel data. Federal Ministry of Consumer Protection, Food and Agriculture -Project "Analysis of demand for organic wine": Marketing mix analyses and target group definition with panel data. Federal Ministry of Consumer Protection, Food and Agriculture -Monitoring the success of the information campaign "Den Geschmack der Region Hohenlohe erleben: Schwäbisch-Hällisches Qualitätsschweinefleisch g.g.A." -Teaching responsibilities: Agricultural Markets, Marketing Research
07/2014-08/2014	Student Assistant	Institute for Agricultural	Student Assistant	Writing a scientific article based on the master thesis

		Policy and Market Research Giessen University		
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In the case of practice-related projects carried out in co-operation with studios, agencies or other people, please specify your own contribution to and role in the project.)

Where applicable: Design competitions and awards received
(Only list competitions that were won or those with a relevant placement and/or award, with name and date of competition)

- Zia Visible Women in Science 2023/2024 selected by DIE ZEIT
- 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

List of major exhibitions, Title, date, location.

**Participation
in exhibitions
(where
applicable)**

Schäufele, Isabel; Hamm, Ulrich (2020): Bio-Milch Ja! Bio-Süßigkeiten Nein?
Eine Analyse von Einkaufsdaten abseits der Bio-Klassiker. Biofach 2020.
Nuremberg, Germany, 12.02.2020.

**Experience in
academic
teaching**

1. title of courses given last 5 years, name of University/Institute, subject area, academic level (under-/post-graduate / PhD), results of evaluations (full details in appendix)

Önogastronomischer Tourismus, Free University of Bolzano, Tourism Management, post-graduate

Nachhaltige Tourismusentwicklung, Free University of Bolzano, Tourism Management, under-graduate

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

Projektseminar Marktforschung, University Kassel, Food and Agricultural Marketing, post-graduate

Project Seminar Marketing Research, University Kassel, Food and Agricultural Marketing, post-graduate

Assistance in the following moduls:

Agricultural Markets, University Kassel, Food and Agricultural Marketing, under-graduate

Marketing Research, University Kassel, Food and Agricultural Marketing, post-graduate

Summary of significant personal achievements in teaching

Postgraduate supervision (PhD level): number of students supervised in the last five years with subject areas

Supervised Bachelor Theses:

1. Dominik Senfft: The advantage and disadvantage of influencer marketing/social media as a marketing tool in the tourism industry regarding sustainable tourism, 2022
2. Emma Scomparin: SUSTAINABLE MOBILITY IN THE CANARY ISLANDS. ANALYSIS OF AIR AND ROAD TRANSPORT IN LANZAROTE, 2022
3. Alessandro Pretti: The future of ski facilities and mountain tourism management in Trentino-South Tyrol, 2023
4. Giorgia Nicolodi: Accessible tourism in Trentino: Challenges, proposal and projects for an inclusive mountain, 2023
5. Hannah Kirchler: WIE UNTERSCHIEDEN SICH NACHHALTIGE VERHALTENSWEISEN VON TOURISTEN IN SÜDTIROL IM VERGLEICH ZU IHREM ALLTAGSVERHALTEN?, 2023
6. Melanie Perathoner: Lebensmittelverschwendung in der Hotellerie und Gastronomie: ein Feldexperiment in Südtirol, 2023
7. Michela Mischi: DIE ZUKUNFT DES SKITOURISMUS: DIE BEDEUTUNG ÖKOLOGISCHER ASPEKTE AUS SICHT DER SKITOURISTEN, 2023
8. Laura Dapra Apitourism in Trentino: a comparison with Slovenia
9. Alexia Gamper: NUDGING IN DER GASTRONOMIE: EIN FELDEXPERIMENT ZU MEHR NACHHALTIGKEIT DURCH POSITIONIERUNG UND KOMMUNIKATION VON FLEISCHFREIEN GERICHTEN AUF DER SPEISEKARTE, 2023
10. Stefanie Matteo: How sustainable food waste management is implemented and performed in the hotels of the South Tyrolean city of Bruneck, 2023
11. Angelo Delesina: How eco-labels influence the decision-making process when choosing a hotel in South Tyrol, 2023
12. Dominik Senfft: The advantage and disadvantage of influencer marketing/social media as a marketing tool in the tourism industry regarding sustainable tourism, 202
13. Emma Scomparin: SUSTAINABLE MOBILITY IN THE CANARY ISLANDS. ANALYSIS OF AIR AND ROAD TRANSPORT IN LANZAROTE, 2022
14. Malte Ellekotten: Marktanalyse zur Etablierung einer Direktvermarktung von Bioland-Rindfleisch aus Mutterkuhhaltung, 2015
15. Jana Baur: Food neophobia in the process of establishing a culturally new product, 2018

Supervised Master Theses

1. Brunner Lukas: Fleischkonsum und Gästezufriedenheit: eine Feldstudie zur Reduktion des Fleischkonsums in Hotelrestaurants, 2024
2. Cantu Chiara: The contribution of luxury gastronomy to culinary tourism in a mountain destination: the case study of Bruneck, 2024
3. Franziska Klar: Sustainable food consumption: The gap between consumers' attitudes and consumption behaviour, 2015
4. Stefanie Kaltenbach: "Erfolgskontrolle der Informationskampagne „Den Geschmack der Region Hohenlohe erleben: Schwäbisches Hällisches Qualitätsschweinefleisch g. g. A.“ Evaluierung der Webseite www.haellisch.de", 2015
5. Stephanie Müller: Verbrauchereinstellungen zur Qualität von Schweinefleisch in Dresden, 2016
6. Daria Pashkova: Consumers' attitudes and purchase behaviour towards wine with sustainable characteristics, 2017
7. Vu Thu Hang: Consumer profile of organic frozen food shoppers in Germany using Homescan data, 2018

Other academic responsibilities

- internal appointments to faculty and university boards
- external appointments at national and international level

Substitute member of the examination board for the appointment of the Director General of the South Tyrolean Medical Services

- responsibilities for organizing conferences/seminars/exhibitions (place, duration, institute)

Member of the organizing committee for the Women in Agriculture 2025 conference

Organizer of the session "Transition Towards Sustainable Food Consumption Behaviour": XVII Congress of the European Association of Agricultural Economists (EAAE) August 29th - September 1st, 2023, Rennes, France

Memberships

Membership of academic or professional bodies (including membership of Editorial Boards of scientific publications; membership of scientific committees for international conferences)

Alliance for Research on Wine and Hospitality Management, Board Member

European Association of Agricultural Economics (EAAE)

Gesellschaft für Wirtschafts- und Sozialwissenschaften des Landbaus (GEWISOLA)

Research and scholarships

- Summary of current research and scholarship
- Summary of research and scholarship during the previous five years
- Summary of significant achievements in research and scholarship
- Research grants and contracts

Date granted	Award Holder(s)	Funding Body	Title	Amount received
2015	University Kassel	Bundesanstalt für Landwirtschaft und Ernährung	Nachfrageanalyse Öko-Wein	83.516

Publications

Publications over the last 15 years in chronological order within each category following the International Standard for bibliographic references with DOI whenever possible. With multiple authorship the main author's name appears in *Italics*. In addition, in the left-hand margin please star (*) what you consider were especially significant publications. For accepted but not yet published works please indicate expected publication date. PUBLICATIONS WILL ONLY BE EVALUATED WHEN THEY CAN BE TRACED IN PUBLIC CATALOGUES.

- Conference papers

Cozzio, Claudia; *Schäufele-Elbers*, Isabel; Maurer, Oswin (2024): Nurturing the next generation of tourists in reducing plate waste. In: Council for Australian University Tourism and Hospitality Education (Hg.): CAUTHE 2024 Conference Proceedings: Diverse Voices: Creating Change in Tourism, Hospitality and Events, 7 - 9 February, 2024. Hobart, Tasmania, S. 381.

Schäufele, Isabel; Hamm, Ulrich (2019): Bestimmungsgründe für den Kauf von Öko-Lebensmitteln: Liegen produktgruppenspezifische Unterschiede vor? In: Daniel Mühlrath, Joana Albrecht, Maria R. Finckh, Ulrich Hamm, Jürgen Heß, Ute Knierim, Detlev Möller (Eds.): Innovatives Denken für eine nachhaltige Land- und Ernährungswirtschaft. Berlin: Dr. Köster, pp. 460–463.

Schäufele, Isabel; Hamm, Ulrich (2017): Wine consumers' attitudes towards sustainability cues and their real purchase behaviour. Data from a household panel. In: Proceedings of the 11th conference of the American Association of Wine Economists (AAWE) in Padua. Online available at: <http://www.wine-economics.org/2017-padua/2017-padua-scientific-program/>.

Schäufele, Isabel; Hamm, Ulrich (2017): Analysis of the real purchase behaviour of organic wine consumers. In: Rahmann, G.; Andres, C.; Yadav, A.K.; Chandra, K.; Ardakani, R.; Olowe, V.; Soto, G. and Willer, H. (eds.): Innovative Research for Organic 3.0 - Proceedings of the Scientific Track of the Organic World Congress 2017. Government of India, Ministry of Agriculture and Farmers Welfare, New Delhi, India, p. 658-661. Online available at: <http://orgprints.org/32352/>

Schäufele, Isabel; Hamm, Ulrich (2017): Einstellungen und Präferenzen deutscher Öko-Weinkonsumenten. In: S. Wolfrum, H. Heuwinkel, Reents, H.J., Wiesinger, K., Hülsbergen, K.J. (eds.): Ökologischer Landbau weiterdenken - Verantwortung übernehmen, Vertrauen stärken. Verlag Dr. Köster: Berlin, pp. 704–707.

- Journal articles in refereed academic journals (with DOI whenever possible)

Cozzio, Claudia; Schäufele-Elbers, Isabel; Maurer, Oswin (2024): Empowering tomorrow: Nurturing young tourists to lower food waste. In: *Annals of Tourism Research Empirical Insights* 5 (2), S. 100156. DOI: 10.1016/j.annale.2024.100156.

Schäufele-Elbers, Isabel; Schamel, Günter; Perathoner, Melanie (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*, 1-19. DOI: 10.1080/15378020.2024.2359088.

Schäufele-Elbers, Isabel; Ricci, Elena Claire; Sidali, Katia Laura (2024): A European Quality Term for Mountain Wines? An Online Experimental Auction with Italian Consumers. *Mountain Research and Development* 44 (2), R1-9. DOI: 10.1659/mrd.2023.00030.

Gastaldello, Giulia; Schäufele-Elbers, Isabel; Schamel, Günter (2024): Factors influencing wine ratings in an online wine community: The case of Trentino-Alto Adige. *Journal of Wine Economics*, 1-22. DOI: 10.1017/jwe.2024.2.

Schäufele-Elbers, Isabel; Janssen, Meike (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, 1-13. DOI: 10.3389/fnut.2023.1140636.

Schäufele, Isabel; Janssen, Meike (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, 1-13. DOI: 10.3389/fpsyg.2021.595636

Janssen, Meike; Schäufele, Isabel; Zander, Katrin (2020): Target groups for organic wine: The importance of segmentation analysis. *Food Quality and Preference* 79, 1-11. DOI: 10.1016/j.foodqual.2019.103785.

Schäufele, Isabel; Barrera Albores, Eric; Hamm, Ulrich (2019): The role of species for the acceptance of edible insects: evidence from a consumer survey. *British Food Journal* 121 (9), 2190–2204. DOI: 10.1108/BFJ-01-2019-0017.

Schäufele, Isabel; Hamm, Ulrich (2018): Wine consumers' reaction to prices, organic production and origins at the point of sale: an analysis of household panel data. *Renewable Agricultural Food Systems* 34, 1–13. DOI: 10.1017/S174217051800056X.

Schäufele, Isabel; Pashkova, Daria; Hamm, Ulrich (2018): Which consumers opt for organic wine and why? An analysis of the attitude-behaviour link. *British Food Journal* 120 (8), pp. 1901–1914. DOI:10.1108/BFJ-03-2018-0141.

Schäufele, Isabel; Hamm, Ulrich (2018): Organic wine purchase behaviour in Germany: Exploring the attitude-behaviour-gap with data from a household panel. *Food Quality and Preference* 63, 1–11. DOI:10.1016/j.foodqual.2017.07.010

Schäufele, Isabel; Hamm, Ulrich (2017): Consumers' perceptions, preferences and willingness-to-pay for wine with sustainability characteristics: a review. *Journal of Cleaner Production* 147, 379–394. DOI:10.1016/j.jclepro.2017.01.118 (**Highly cited paper on Web of Science – top 1% in Engineering**)

Schäufele, Isabel; Herrmann, Roland; Szolnoki, Gergely (2016): Erzielen Weine mit höherer Qualität höhere Preise? Eine hedonische Preisanalyse zur DLG-Bundesweinprämierung (Do high-quality wines capture higher prices? A hedonic price analysis on DLG quality tests). *German Journal of Agricultural Economics* 65 (2), 132–150.

- Journal articles in professional journals

Schäufele-Elbers, Isabel; Munoz-Fernandez, Angeles (2024) : Reducing Food Waste Through Awareness, *Südtiroler Wirtschaftszeitung*, Nr. 49/24, 20.12.2024, S. 23

Schäufele-Elbers, Isabel (2024): The Value of Mountain Wines, *Südtiroler Wirtschaftszeitung*, Nr. 42/24, 01.11.2024, S. 19

Schäufele-Elbers, Isabel; *Perathoner, Melanie* (2023): Gegen die Lebensmittelverschwendung, erschienen auf der Titelseite der *Südtiroler Wirtschaftszeitung*, Nr. 30, 04.08.2023, S. 5

Schäufele-Elbers, Isabel; *Kirchler, Hannah* (2023): Die Nachhaltigkeit bleibt zu Hause, *Südtiroler Wirtschaftszeitung*, Nr. 31, 11.08.2023, S. 13

Schäufele, Isabel (2023): Stupsen Sie Ihre Gäste doch einmal an. Nudging in der Gastronomie: Ein vielversprechendes Instrument zur Verhaltensänderung, *HGV-Zeitung*, September 2023, S. 29

Schäufele, Isabel (2020): Eier Top, Käse Flop? In: *Ökologisch erfolgreich* 2, pp. 46–47.

Schäufele, Isabel (2017): Ökologischer Wein im deutschen Markt. Spiegeln sich Einstellungen gegenüber Nachhaltigkeit im Einkaufsverhalten wider? In: *Weinwirtschaft* 17, pp. 32–35.

- Official reports (whole or part)

Schäufele-Elbers, Isabel; Boller, Leonie; Hamm, Ulrich; Zander, Katrin (2021) Analyse von Haushaltskäufen mithilfe von Paneldaten zur besseren Erschließung des Absatzpotentials bei Öko-Wenig-, Öko-Medium und Öko-Intensiv-Käufern. [Analysis of household panel data for the identification of sales potential amongst customers with low, medium and high organic

purchase frequency.] Universität Kassel, Fachbereich Ökologische Agrarwissenschaften, Agrar- und Lebensmittelmarketing, D-Witzenhausen. Online available at: <https://orgprints.org/id/eprint/38769/>

Schäufele, Isabel; Hamm, Ulrich (2018) Nachfrageanalyse Öko-Wein. [Analysis of demand for organic wine.] Universität Kassel, Fachbereich Ökologische Agrarwissenschaften, Agrar- und Lebensmittelmarketing, D-Witzenhausen. Online available at: <https://orgprints.org/id/eprint/32644/>

- Other publications

Schäufele, Isabel (2018): Factors influencing the purchase behaviour of consumers for organic wine: An analysis of household panel data. Dissertation. Universität Kassel, Witzenhausen. Agrar- und Lebensmittelmarketing. Online available at: <https://hds.hebis.de/ubks/Record/HEB436077531>

Schäufele, Isabel; Hamm, Ulrich: Kaufverhalten und Verbrauchereinstellungen für Bio-Wein. In: Bund Ökologische Lebensmittelwirtschaft (Hrsg.): Zahlen, Daten, Fakten – Die Bio-Branche 2017, Ebenfalls abgedruckt in: Agra-Europe Jg. 2017, Nr. 7, Dokumentation 23-24, pp. 24–25. Available online at www.boelw.de/themen/zahlendatenfakten/bio-branche-2017/.

- Exhibitions

Schäufele, Isabel; Hamm, Ulrich (2020): Bio-Milch Ja! Bio-Süßigkeiten Nein? Eine Analyse von Einkaufsdaten abseits der Bio-Klassiker. Biofach 2020. Nuremberg, Germany, 12.02.2020.

Publications about the applicant

Articles published by others in magazines, etc. about the applicant or his/her projects.

Zia Audible Women in Science (2024): Folge #21 Isabel Schäufele-Elbers. <https://zia-audible-women-in-science.podigee.io/21-folge-21-isabel-schaeufele-elbers>

RAI Südtirol: Frauenmagazin, television program with and about Isabel Schäufele-Elbers on the topic of “Women in science”, 04.02.2024

DIE ZEIT: Zia Visible Women in Science, Starke Frauen für die Wissenschaft, Interview und Vorstellung, Ausgabe 23/23, 07.12.2023

ORF: Südtirol heute: Interview on organic food purchases, 07.09.2022 (title of the TV-broadcast: Bio für viele viel zu teuer)

RAI Südtirol: Umwelt aktiv: Interview on sustainability, 16.09.2022 (title of the TV-broadcast: Nachhaltigkeit)

Salto.bz: Ernährung: Nachhaltiger Lebensmittelkonsum, 23.08.2022 <https://www.salto.bz/de/article/23082022/nachhaltiger-lebensmittelkonsum>

planung&analyse: Was man sagt und was man tut, 29.08.2022 <https://www.horizont.net/planung-analyse/planung-analyse-newsline/wichtigesmehr-management-consult--europaeische-kommission--nachhaltiger-konsum--momox--datensammler-202267>

News Autonome Provinz Bozen - Südtirol: Wie nachhaltig ernähren sich Südtirols Familien tatsächlich? 01.09.2022 <https://news.provinz.bz.it/de/news/wie-nachhaltig-ernahren-sich-sudtirols-familien-tatsachlich>

Unibz insight (2022): Kleine Anstupser in Richtung Bio, <https://www.unibz.it/de/home/newsroom/audios/kleine-anstupser-in-richtung-bio>

Weiler, Nina (2021): Gemeinsames Engagement von Fischproduzenten und Handel ist gefragt. Studie zu Absatzchancen von Bio-Fisch. In: Fischmagazin

1, pp.66-69

Organic4trade (2020): Bio-Produkte mit Potenzial: Forschungsprojekt untersucht Marktanteile. Retrieved January 16, 2022, from <https://www.organic4trade.com/de/verkaufen/bio-produkte-mit-potenzial-forschungsprojekt-untersucht-marktanteile/>

Uni Kassel Jahresbericht (2019): Forscher Porträt über Isabel Schäufele. Retrieved January 16, 2022, from <https://www.unikassel.de/uni/index.php?eID=dumpFile&t=f&f=8540&token=0f678d006deba003bdd9429bfc57c13082d9d02b>

Weingarten, Peter (2019): GEWISOLA-Preis 2019 für Dr. Isabel Schäufele. In: German Journal of Agricultural Economics 68, p.316.

Schubert, Franziska (2019, October 22): Bogen um den Bio-Wein. <https://www.fr.de/wissen/bogen-biowein-13143395.html>

Zoske, Sascha (2019, October 15): Warum sich Bio-Wein nicht gut verkauft. <https://www.faz.net/aktuell/rhein-main/region-und-hessen/warum-sich-biowein-nicht-gut-verkauft-16432742.html>

Pressemitteilung Uni Kassel (2019, October 10): Bio-Wein predigen und konventionellen Wein kaufen. <https://www.uni-kassel.de/uni/aktuelles/meldung/post/detail/News/bio-wein-predigen-und-konventionellen-wein-kaufen/>

Further data

Presentations at scientific conferences over past 3 years (invited or selected, keynote, nature and status of conference)

2nd EuAWE Conference in Chania: 28 - 31 may 2023

Gastaldello G, Schäufele-Elbers I, Zago A, Nizza U, Schamel G: Towards a sustainable wine industry: Insights from Italian wine cooperatives (presenter: Gastaldello G)

XVII Congress of the European Association of Agricultural Economists (EAAE) August 29th - September 1st, 2023, Rennes, France

Organizer of the session "Transition Towards Sustainable Food Consumption Behaviour"

Schäufele-Elbers I, Bosnjak M, Gastaldello G, Schamel G: Is nudging effective to reduce meat consumption in food service? A systematic review and meta-analysis of field intervention studies (presenter: Schäufele-Elbers I)

Workshop on Tourism Sustainability and Regional Development, 11th - 12th October 2023, Brunico

Schäufele-Elbers I, Schamel G and Perathoner M: Do simple information nudges at the breakfast buffet reduce hotel guests' plate waste? A field experiment in South Tyrol (presenter: Schäufele-Elbers I)

Consumer Behavior in Tourism Symposium - Emerging Topics 2023, December 7-9, 2023, Trier, online

Schäufele-Elbers I, Gastaldello G, Schamel G and Kirchner H: Bridging the gap to more sustainable travel behavior: The role of spillover-effects from daily life and destination image (presenter: Schäufele-Elbers I)

Schäufele-Elbers I, Bosnjak M, Gastaldello G, Schamel G: Is nudging effective to reduce meat consumption in food service? A systematic review and meta-analysis of field intervention studies (presenter: Schäufele-Elbers I)

4th Wine & Hospitality Management Workshop, 5-6 September 2023,

Bozen

Gastaldello, G.; **Schäufele-Elbers, I.**; Schamel, G.: Wines quality perception: Do consumers and market match? The case of Trentino Alto Adige

Ricci, E.; **Schäufele-Elbers, I.**; Sidali, K.: Value of Green Behaviour and European Quality Term on Mountain Wine: Online Experimental Auction with Italian Consumers

18th International European Forum (Iglis-Forum*) (EAAE Seminar) on System Dynamics and Innovation in Food Networks, 13-17 February 2023, Garmisch-Partenkirchen

Schäufele-Elbers, I.; Cozzio, C.: Nudging the next generation of tourists to reduce food waste at the hotel buffet.

Statement of interest

Candidates should outline reflexively their expected contribution to the advertised position at the unibz and to the university overall. This statement should highlight relevant elements of the candidate's CV that underline the particular suitability of the applicant.

As Junior University Researcher at the faculty of economics and management I will contribute my knowledge of agricultural, food and wine economics. My research will focus on the role of consumers and factors that influence the transformation of consumption behaviour towards sustainability.

One focus of my studies will be on innovative methods from behavioural economics. The focus will be on non-invasive interventions, so-called "nudges", that rely on automatic decision-making processes. A second focus will be set on internal, psychological processes (values, beliefs and attitudes) that motivate consumers to purchase sustainable products. A significant proportion of consumers have positive attitudes regarding sustainable food, i.e. they state that they attach great importance to the environmental and health impacts of food. However, purchase levels are low. This shows that the analysis of actual behaviour is crucial in identifying barriers that cause this so-called attitude-behaviour gap. So far, most studies on sustainable consumer behaviour directly asked consumers on their attitudes or purchase intentions. Results of such studies are prone to social-desirability biases. Therefore, upcoming research projects will focus on the following innovative research methods:

- Household panel studies examine real market data combined with many psychological and demographic characteristics thus enabling the study of the attitude-behaviour gap and its conditions.
- Field experiments / real life intervention studies permitting to test the effects of policy and marketing measures (e.g. pricing and communication) on consumers' real purchase behaviour (e. g. in store or at restaurants/canteens).

In this way my research will contribute to questions of sustainable development in the field of agricultural production (particularly wine production) and rural development in interaction with tourism.