

## CURRICULUM VITAE - KLAUS G. GRUNERT



Klaus G. Grunert is Professor of Marketing at Aarhus University, and is the founder and director of the MAPP Research Center. He has done extensive research in the area of consumer behaviour, mostly with regard to food, and in making consumer insight useful in areas like new product development, market communication and public policy campaigns aimed at healthy eating or other socially desirable behaviours. In particular, he has done research on quality perception and food choice, healthy eating, effects of nutrition labeling and of health claims, public acceptance of biotechnology, on how insight into consumer behaviour feeds into product development processes in food producing companies, and on competence development in the food industry. As director of MAPP, he has carried out more than 80 collaboration projects with the food industry, including several pan-European studies, and has participated in or led numerous EU FP projects. Having an h-index of 70, he is the author of 13 books, more than 200 academic papers in international refereed journals and numerous other publications. Klaus is a past president of the European Marketing Academy and was professor of the European Institute for Advanced Studies in Management.

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<b>Academic credentials</b>	Dr.oec.habil., University of Hohenheim, Stuttgart, Germany, 1988 Dr. oec., University of Hohenheim, Stuttgart, Germany, 1982 Dipl.-Volksw., University of Cologne, Cologne, Germany, 1976
<b>Present positions</b>	Professor of Marketing, Aarhus University, School of Business and Social Science (previously Aarhus School of Business), 1987 – Head of Section, Department of Management, 2015 - Director, MAPP Centre, 1991 - (see <a href="http://www.mapp.au.dk">www.mapp.au.dk</a> ) Professor Marketing (part time), University of Vaasa, 2019 -
<b>Previous positions</b>	Professor of Fisheries Marketing (part-time), University of Tromsø, 1996 - 2009 Professor of the European Institute for Advanced Studies in Management, 1998 - 2010 Assistant Professor of Consumer Economics, University of Hohenheim, 1982 - 1987 Instructor, Department of Consumer Economics, University of Hohenheim, 1977 - 1982 Research Associate, Institute for Applied Consumer Research, Cologne, 1976 - 1977 Research Assistant, Central Archive for Empirical Social Research, University of Cologne, 1974 - 1976
<b>Awards</b>	Knight of the Order of Dannebrog, 2015 Dr. h.c., University of Vaasa, Finland, 2011 Aarhus Universitets Forskningsfonds Formidlingspris 2011 Dansk Erhvervs Akademi Erhvervsforskerpris, 2007 William Evans Fellowship, University of Otago, 1995

Dansk erhvervslivs pris for afsætningsøkonomisk forskning, 1995  
Reinholdt W. Jorck og Hustrus Forskningspris, 1993

**Editorial Boards** Agribusiness, 1998 – 2012  
Appetite, 1997 –  
Book Review Editor, Journal of Consumer Policy, 1979 – 1991  
British Food Journal, 2009 -  
Food Quality and Preference, 1998 -  
International Journal of Research in Marketing, 1989-2002  
Journal of Business Research, 1989 – 1997, 2008 -  
Journal of Customer Behaviour, 2002 -  
Journal of Economic Psychology, 1991- 1996  
Journal of Marketing Practice, 1994 - 1997  
Journal on Chain and Network Science, 2001-  
Marketing - ZFP, 1993 -  
Marketing Strategy Letter, 1992 – 1994  
Trends in Food Science and Technology, 2016 -

**Other** Arla Foods Scientific Advisory Board, 2012 - 2015  
AU FoodNet, board member, 2008 - ; chairman, 2011-2012  
Board member, AllergiKost Aps, 2006 - 2011  
Board member, RelationLab Aps, 2005 - 2008  
Danish Marketing Club, board member, 1989-1996  
Danone Sensory and Behaviour Research Advisory Committee, 2010 - 2014;  
European Federation of Food Science and Technology- EFFoST, member of  
Executive Committee, 2002 – 2005  
European Marketing Academy, president, 1994 - 1996; fellow, 2001 - ; member  
of the Executive Committee, 1991 – 1997, 2003 - 2006; vice-president  
conferences, 1992-1994; fellow since 207  
ILSI Europe, member of Scientific Advisory Council, 2008 – 2014, member of  
the Board of Directors, 2015 -  
KLICT International Advisory Board, member, 1999-2003  
Max Rubner-Institut, member of Scientific Advisory Board, 2009 -  
Member of the Order of Cordon Bleu du Saint Esprit, 2003 –  
Member of the Social Advisory Council, Vion Food Group, 2004-2007  
Public representative on the board of Saxo Bank, 2002-2004  
The Danish Marketing Research Council, chairman, 1992 - 1995  
Trans Agro Groen, member of Scientific Advisory Board, 2003 – 2008  
VIFU – Videnscenter for fødevarerudvikling, board member, 2003-2007  
Member of the German Academy for Gastronomy, 2018 -

**H-index** 77 (Google Scholar)

**Books** Grunert, K. G. (Ed.) (2017). Consumer trends and new product opportunities in  
the food sector. Wageningen Academic Publishers.  
Grunert, K.G. & Thøgersen, J. (Eds.) (2005). Consumers, policy and the  
environment. New York, NY: Springer.  
Peter, J.P., Olson, J.C. & Grunert, K.G. (1999). Consumer behaviour and  
marketing strategy, European edition. Maidenhead: McGraw Hill.  
Wierenga, B., Tilburg, A. V., Grunert, K. G., Steenkamp, J., & Wedel, M.  
(1997). Agricultural marketing and consumer behavior in a changing world.  
Boston: Kluwer Academic Publishers.  
Traill, B., & Grunert, K. G. (1997). Product and process innovation in the food  
industry. London: Blackie Academic & Professional.  
Grunert, K. G., Larsen, H. H., Madsen, T. K., & Baadsgaard, A. (1996). Market  
orientation in food and agriculture. Boston: Kluwer Academic Publishers.  
Harmsen, H., Bove, K., Grunert, K. G., & Eriksson, T. V. (1996).  
VirksomhedsKompetence: En analyse af årsager til succes i danske  
virksomheder. København: Børsen.

- Grunert, K.G. (1990). Kognitive Strukturen in der Konsumforschung. Heidelberg: Physica.
- Ölander, C. F., & Grunert, K. G. (1989). Understanding economic behavior. Dordrecht: Kluwer.
- Grunert, K.G. (1984). Verbraucherinformation in Bildschirmtext: Möglichkeiten und Grenzen. München: Reinhard Fischer.
- Dedler, K., Gottschalk, I., Grunert, K.G., Heiderich, M., Hoffmann, A.L. & Scherhorn, G. (1984). Das Informationsdefizit der Verbraucher. Frankfurt: Campus.
- Grunert, K.G. (1982). Informationsverarbeitungsprozesse bei der Kaufentscheidung: Ein gedächtnis-psychologischer Ansatz. Frankfurt: Lang.
- Grunert, K.G. & Stupening, E. (1981). Werbung - ihre gesellschaftliche und ökonomische Problematik. Frankfurt: Campus.

**Refereed  
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publications**

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- Hung, Y., Hieke, S., Grunert, K. G., & Verbeke, W. (2019). Setting policy priorities for front-of-pack health claims and symbols in the European Union: expert consensus built by using a Delphi method. *Nutrients*, 11, 403.
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- Orquin, J. L., Bagger, M., Lahm, E. S., Grunert, K. G., & Scholderer, J. (2019). The visual ecology of product packaging and its effects on consumer attention. *Journal of Business Research*.
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- Grunert, K.G., Zhou, Y., Huang, G. & Loebnitz, N. (2018). The effects of supermarket literacy on perceived risk and shopping trip satisfaction in China: The mediating role of branding. Paper presented at the International Food Marketing Research Symposium, Bournemouth, United Kingdom
- Mørk, T., Lähteenmäki, L. & Grunert, K.G. (2018). The effect of priming and shelf labelling on purchase probability of salt reduced food products - an in-store experiment. Paper presented at EUROSENSE 2018 - A sense of taste: Eighth European Conference on Sensory and Consumer Research, Verona, Italy
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- Grunert, K. G., & Loebnitz, N. (2017). *Let's be realistic: The impact of perceived brand authenticity and authentic advertisements on consumers' purchase intentions*. Paper presented at the conference of the European Marketing Academy, Groningen, Netherlands.
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- Krutulyte, R., Grunert, K. G., & Scholderer, J. (2006, Nov.). Consumer preferences for different combinations of carriers and functional ingredients. Paper presented at Workshop on Functional Food for Gut, Neurological and Cardiovascular Health, Lund, Sweden.
- Grunert, K. G. (2006, Aug.). Future trends and consumer lifestyles with regard to meat consumption. Paper presented at 52nd International Congress of Meat Science and Technology, Dublin, Ireland.
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- Grunert, K. G., Søndergaard, H. A., & Scholderer, J. (2004, June). How can we know what we like when we don't understand it? Consumer attitude formation towards complex technical issues. Paper presented at International Conference on Research in Advertising, Oslo, Norway.
- Scholderer, J., & Grunert, K. G. (2004, July). Means-end chains as associative networks: Do they exhibit automatic spreading activation. Paper presented at American Psychological Association Annual Convention 2004, Honolulu, Hawaii, USA.
- Esbjerg, L., Grunert, K. G., & Juhl, H. J. (2004, May). Retailer brand architectures: Consumer perceptions of five Danish food retailers. Paper presented at 8th International Conference on Corporate Reputation, Image, Identity & Competitiveness, Fort Lauderdale, USA,
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- Grunert, K. G., Bredahl, L., & Brunsø, K. (2003, Jan.). Consumer perception of meat quality and implications for product development in the meat sector. Paper presented at Consistency of Quality International Meat Symposium, Irene, South Africa,
- Brunso, K., Grunert, K. G., & Bredahl, L. (2003, Aug.). Consumer perception of meat quality and safety. Paper presented at 54th Annual Meeting of EAAP, Rome, Italy.
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- Brunso, K., Andersen, K. B., Grunert, K. G., & Kjeldal, S. (2002, May). A study on brand confusion in the milk sector. Paper presented at Marketing Communication Strategy: Marketing Communication Strategies in a Changing Global Environment, Hong Kong, China.
- Grunert, K. G., Bech-Larsen, T., Lähteenmäki, L., Åström, Ø., & Åström, A. (2002, July). Attitudes towards the use of GMOs in food production and willingness to buy cheese produced using GMOs for respondents with and without tasting experience. Paper presented at 6th International Conference on Agricultural Biotechnologies: New Avenues for Production, Consumption and Technology Transfer, Ravello, Italy.
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- Grunert, K. G. (2001, Apr.). Current issues in the analysis of consumer food choice. Paper presented at The Food Consumer in the Early 21st Century, Zaragoza, Spain.
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- Scholderer, J., Brunsø, K., & Grunert, K. G. (2001, Oct.). Means-end theory of lifestyle: A replication in the UK. Paper presented at ACR Conference, Austin, Texas, USA.
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