

CURRICULUM VITAE

JUTTA ROOSEN

October 2020

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EDUCATION

1991-1994 Agricultural Sciences, University of Bonn, Germany.
1994-1995 Master of Arts in Agricultural Economics, Washington State University, USA.
1997-1999 Ph.D. in Economics, Iowa State University, USA.

EMPLOYMENT

1999 - 2002 Assistant Professor, Unit of Rural Economics, Catholic University of Louvain, Louvain-la-Neuve, Belgium
2002 - 2007 C3-Professor, Household and Consumer-oriented Health Economics, University of Kiel, Germany
Since 2008 W3-Professor, Chair of Marketing and Consumer Research, TUM School of Management, Technical University of Munich, Germany

MAJOR RESEARCH GRANTS

SocialLab (2019-2022): Animal Husbandry: Acceptance through Innovation. BLE, 185 000 Euros, Coordinator Thünen Institute, Market Analysis, total funds 2.5 Mio. Euro.

Women in Agriculture – Social and Entrepreneurial Perspectives. 100 000 Euros. Bavarian State Ministry of Nutrition, Agriculture and Forestry, 2019-20.

Enable 2.0 (2018-2021): Healthy food choices in all stages of life. BMBF, 250 987 Euros, Coordinator H. Hauner (TUM), total funds ~5.8 Mio. Euros.

Evaluation of the Bavarian Implementation of the EU School Program, 168 600. Bavarian State Ministry of Nutrition, Agriculture and Forestry, 2018-22, coordinator, total funds 183 000 Euros.

Don't be a Food Waster (2018). EIT-Food, 103 582 Euro, Coordinator Liesbeth Vranken (KU Leuven), total funds 443 143 Euros.

Freewalk: Develop economic sound free walk farming systems elevating animal welfare, health and manure quality, while being appreciated by society. ERA-Net, 113 517 Euros, Coordinator Marija Klopčič (University of Ljubljana), total funds 1.3 Mio. Euros.

Food Safety and the Controversial Interaction of Risk Analysis and Intuition (2017-20), Project in the Research Group 2448 Practicing Evidence – Evidencing Practice: Evidenzpraktiken als sozioepistemische Handlungs- und Aushandlungsprozesse, DFG 197 618 Euro, Coordinator: K. Zachmann, total funds 1 Mio. Euros.

SocialLab (2015-2018): Society's perception of animal husbandry. BLE, 385 000 Euros, Coordinator Thünen Institute, Market Analysis, total funds 2.4 Mio. Euros.

Enable (2015-2018): Healthy food choices in all stages of life. BMBF, 264 480 Euros, Coordinator H. Hauner (TUM), total funds 3.1 Mio. Euros.

Program Evaluation for the Bavarian Food Marketing Agency (2012-19), Bavarian State Ministry of Nutrition, Agriculture and Forestry, 431 000 Euros.

Evaluation of the Bavarian School Fruit Program. Bavarian State Ministry of Nutrition, Agriculture and Forestry, 2013-16, 160 033 Euros.

TUM.Energy EEBatt (2013-2016): Decentralized stationary energy storage systems. BStMWi, 2013-16, Work package: Strategy and Business Models, 270 000 Euros.

Advances in Farm Animal Genetic Resources (2011-2014): European Science Foundation, Network, Coordinator: Stephane Joost (EPFL), total funds 383 500 Euros.

Network on the Economics of Food Choice and Health (2008-2014) German Science Foundation, Network Grant, Coordinator: Carola Grebitus (University Bonn), total funds 114 450 Euros.

Nutrition Patterns and the Determinants and Health Implications among Adolescents in Germany (2008-2012). German Science Foundation, 60 320 Euros.

ConNet: Consumer Protection in Transborder Shopping (2008-2011). EU regional funds Interreg IVa and Bavarian State Ministry of Justice and for Consumer Protection, 189 260 Euros.

Explaining Gender Differences in the Perception of Food Risks (2009-2011). German Research Foundation, 88 680 Euros.

Risk, Uncertainty and Regulation: A Comparison between France and Germany in the field of Food Safety and Nutrition (2008-2009). German Research Foundation and Agence Nationale de la Recherche (F), 2008-09, 46 400 Euros.

Price Formation and Shopping Behavior in Food Retail (2008-2011). German Research Foundation, 110 440 Euros.

TEACHING GRANTS

MOOC: Food and Nutrition: The Truth Behind Food Headlines. Funded by EIT Food, 2020, 10 000 Euros.

Project for the Creation of an international double degree program, German Academic Exchange Service, 2011-2012 (with Arhus, Wageningen, Warsaw) 75 000 Euros, 2012-2015 (with Wageningen) 56 800 Euro.

Coordinator of the Programme *EURECA – European Master Programme in Consumer Affairs*, supported by the EU Commission, July 2008 – June 2011, 600 000 Euros structural funds + 720 000 Euros in Student Grants.

Partner in the *Intensive Teaching Program “Food and Consumer”* coordinated by the University Gent (Professor Verhé) and funded by the EU, 2 week course in January 2005.

Introduction of the Software LINGO in the course for Operations Research (BAPA 2203 Recherche opérationnelle en agriculture), Teaching fund, Cath University of Louvain, 2001, 2500 Euros.

SERVICE TO THE SCIENTIFIC COMMUNITY AND SOCIETY

President, European Association of Agricultural Economists, 2020-23.

Member, ADAC Test Advisory Board, 2016-.

Member, Scientific Advisory Board of the Faculty of Agriculture and Forestry, University of Helsinki, 2020-.

Vice President, European Association of Agricultural Economists, 2017-20.

Member, Program Committee, Triannual Congress of the European Association of Agricultural Economists 2017 Parma, Italy.

Member of the Review Panel Economic Sciences, Swiss National Science Foundation, 2015-19.

Member, Scientific Advisory Board, World Food System Center, ETH-Zurich, 2015- 2019.

Member, Board of the European Association of Agricultural Economists, 2014-17.

Member, Consumer Commission of Bavaria, 2014-18.

Member, Program Committee, Triannual Congress of the International Association of Agricultural Economists 2015 Milan, Italy.

Chair, Program Committee, Triannual Congress of the European Association of Agricultural Economists 2014 Ljubljana, Slovenia, ~ 650 participants.

Member, Program Committee, EAAE/EAAE/CAES Seminar 'Social Networks, Social Media and the Economics of Food', 28-30 Mai 2014, Montreal.

Member, Program Committee, Triannual Congress of the International Association of Agricultural Economists 2012, Iguacu, Brazil.

Member, Program Committee, EAAE/AAEA Seminars 'Food Environments: The Effect of Context on Food Choice', 30-31 Mai 2012, Tufts University, Boston.

Chair, Local Organizing Committee, EAAE /AAEA Seminars 'The Economics of Food, Food Choice and Health', Weihenstephan, 15-17 September 2010. 120 participants.

Member, Future Panel of the Bavarian Government. 2010-2011.

Chair, Consumer Commission of Bavaria, 2009 - 2013.

Member, Scientific Advisory Board 'Nutrition' of the Bavarian Ministry of Nutrition, Agriculture and Forestry, 2008-13.

Member, Program Committee, 12th Congress of the European Association of Agricultural Economics, September 2008 in Gent, Belgium.

Member at Large, American Association of Agricultural Economics – Food Safety and Nutrition Section, 2001-03 and 2007-09.

Member, Working Group on Agricultural Research of the German Council of Science and Humanities 2004-06.

Member, Local Organizing Committee, EAAE Seminar 'New Policies and Institutions for European Agriculture'. Gent (Belgium), September 2003.

EDITORIAL BOARDS

Member Editorial Board, Food Policy, 2007- .

Member Scientific Board, Review of Agricultural, Food and Environmental Studies, 2018-.

Member Editorial Board, Agricultural Economics, 2013-18.

Member Editorial Board, Journal of Agricultural and Applied Economics, 2009-14.

Member Editorial Board, European Review of Agricultural Economics, 2003-11.

Member Editorial Board, Hauswirtschaft und Wissenschaft (Home Economics), 2007-2009.

Member Editorial Board, Book Series 'Studien zur Haushaltsökonomie' (Home Economics), Peter Lang, Frankfurt a. M., 2004-08.

AD HOC REVIEWS FOR

JOURNALS: Agricultural and Resource Economics Review, American Journal of Agricultural Economics, Appetite, Applied Economics, Cahiers d'Économie et Sociologie Rurales, Canadian Journal of Agricultural Economics, Contemporary Economic Policy, Économie Rurale, Energy Research & Social Sciences, Environment and Development Economics, Environmental and Resource Economics, Ernährungsumschau, Eurochoices, European Journal of Law and Economics, European Review of Agricultural Economics, Food Policy, German Journal of Agricultural Economics, International Food and Agribusiness Management Review, Journal of Agricultural and Environmental Ethics, Journal of Agricultural and Food Industrial Organization, Journal of Agricultural and Resource Economics, Journal of Economic Behavior and Organization, Industry and Innovation.

ORGANIZATIONS: Alexander von Humboldt Stiftung, American Association of Agricultural Economics, Agence National de la Recherche (Frankreich), Bundesministerium für Bildung und Forschung, Fritz-Thyssen Foundation, German Association of Agricultural Economics, German Research Foundation, Italian Committee for Research Evaluation, Methusalem Program (Belgium), Studienstiftung des deutschen Volkes, Swiss National Science Foundation, Universities in Austria, Denmark, Finland, Germany, Sweden, USA.

AWARDS

Best Paper Award, 2020 Annual Meeting of the German Association of Agricultural Economists for Dehoff, A., J. Roosen. Aufgabengebiete der bayerischen Bäuerinnen - Ein Situationsbericht.

Best Poster Award, TUM School of Management Research Fest 2018 for Bernhard Mohr (PhD student), Irina Dolgoplova (Postdoc), Carola Grebitus, Jutta Roosen: Burgers and Tears: The role of emotions in fast food choices of young adults.

Best Research Paper Award, International Food Marketing Research Symposium 2013 for Hasselbach, J., and J. Roosen: Consumer Heterogeneity in the Willingness to pay for local and organic food.

Best Paper Award, Review of Agricultural Economics 2009 for Roosen, J., S. Marette, S. Blanchemanche and P. Verger, 2009. Does Health Risk Information Matter for Modifying Consumption? A Field Measuring the Impact of Risk Information on Fish Consumption. Review of Agricultural Economics, 31(1): 2-20.

Teaching Award, School for Agricultural and Nutrition Sciences, University of Kiel, Winter term 2006/07.

Best Paper Award for Jonas, A. und J. Roosen, 2005. Eine zweistufige Nachfrageschätzung für Milch: Biomilch, Handelsmarken und Herstellermarken. Annual Meeting of the German Association of Agricultural Economics. Göttingen, October 2005.

Best Paper Award, Journal of Agricultural and Applied Economics Vol. 33, von J. Roosen: 'Regulation in Quality Differentiated Markets: Pesticide Cancellations in U.S. Apple

Production,' Journal of Agricultural and Applied Economics, Vol. 33, 2001, 117-133.

MEMBERSHIP

Agricultural & Applied Economics Association, European Association of Agricultural Economists, Gamma Sigma Delta Honor Society of Agriculture, German Association of Agricultural Economics.

UNIVERSITY SERVICE

Dean of Studies, TUM School of Life Sciences, Study Division Agricultural and Horticultural Sciences, 2017-2020.

Vice Dean, TUM School of Management, Technical University Munich, 2013-16, 2016-19.

Academic Director, Master Program in Consumer Science (formerly Consumer Affairs), Technical University Munich, 2009 - .

Member, Senate, University of Kiel 2006-07.

Member, Faculty Council, School of Agricultural and Nutrition Sciences, University Kiel, 2004-07.