

Curriculum Vitae

Personal Details

Date of Birth: 31st July 1978

Nationality: German

Currently Held Positions

Since 04/2018 **Professor, Chair of Consumer Behaviour**, Department of Consumer Research, Nutritional Communication and Sociology, Faculty of Agricultural Sciences, Nutritional Sciences and Environmental Management, Justus-Liebig-University, Giessen, Germany

Since 01/2023 **Visiting Professor**, Department of Management, Society and Communication, CBS Sustainability, Copenhagen Business School, Denmark

Since 06/2015 **Honorary Research Fellow**, Business School, the University of Western Australia, Australia

Higher Education

07/2005 – 02/2009 **Doctorate in Economics and Business Administration** (Wirtschaftswissenschaften) (Dr. oec.), University of Hohenheim, Germany
Thesis: "Die Persistenz der geschlechtsspezifischen Arbeitsteilung - Eine Analyse auf Basis der Zeitbudgeterhebungen des Statistischen Bundesamts" ('Persistence of gender-specific division of work – An analysis on the basis of time use survey data from the German Federal Statistical Office')

10/1999 – 06/2005 **Diplom Sozialökonomin** (Dipl. oec. soc., equivalent to MSc in Economics), University of Hohenheim, Germany

Languages

German native speaker, English fluent, Danish fluent

Professional Experience

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| 01/2018 – 12/2022 | Professor in Sustainable Consumption , Department of Management, Society and Communication, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark |
| 01/2013 – 12/2017 | Associate Professor in Transformative Consumer Behaviour and Sustainability , Department of Management, Society and Communication, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark |
| 09/2016 – 11/2016 | Visiting Fellow , Department of Economics, University of Western Australia Business School, Australia |
| 01/2015 – 04/2015 | Visiting Fellow , Department of Marketing, University of Western Australia Business School, Australia |
| 09/2010 – 12/2012 | Assistant Professor , Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark |
| 09/2009 – 08/2010 | Postdoc , Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark |
| 07/2008 – 08/2009 | Research Assistant , Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark |
| 07/2005 – 12/2010 | Research Assistant , Chair for Household and Consumer Economics as well as Gender Economics, University of Hohenheim, Germany |

Research Interests

- Sustainable consumption
- Health behaviour
- Behavioural economics
- Behaviour change
- Consumer policy / public health policy

Teaching Experience (Selection)

- Experience in study programme development
- Teaching activities at Copenhagen Business School, University of Hohenheim in the areas of consumer economics, consumer behaviour, consumer culture, business ethics, health economics, quantitative and qualitative methods at Bachelor-, Master and PhD course level
- Supervision of term papers as well as Bachelor's/ Master's/ Diploma theses

Current Teaching Activities

- Undergraduate:
 - Consumer behaviour (Verbraucherverhalten)
 - People-planet interactions (Interaktion Mensch und Umwelt)
 - Introduction to empirical social research (Einführung in die empirische Sozialforschung)
- Graduate:
 - Methods of consumer research (Methoden der Verbraucherforschung)
 - Consumer behaviour theories (Theorien des Verbraucherverhaltens)
 - Nutrition and health behaviour change (Veränderungen von Ernährungs- und Gesundheitsverhalten)
 - Sustainable consumption (Nachhaltiger Konsum)
 - Healthy people – healthy planet (Gesunder Mensch – Gesunde Umwelt)

Academic Citizenship

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| Since 07/2023 | Chair of the Local Ethical Committee , Faculty 09 – Agricultural Sciences, Nutritional Sciences and Environmental Management, Justus-Liebig-University Giessen |
| 10/2022 – 06/2023 | Member of Working Group of Science Advice to Policy by European Academies (SAPEA) to the Scientific Opinion " <i>Towards sustainable food consumption</i> ", https://doi.org/10.5281/zenodo.8031939 |
| Since 10/2021 | Dean of Research , Faculty 09 – Agricultural Sciences, Nutritional Sciences and Environmental Management, Justus-Liebig-University Giessen |
| Since 04/2018 | Subject advisor "Nutritional Sciences and Home Economics" BSc & MSc, Faculty of Agricultural Sciences, Nutritional Sciences and Environmental Management, Justus-Liebig-University Giessen |

- 07/2013 – 09/2016 **PhD coordinator**, PhD School in Organization and Management Studies (OMS), Department of Intercultural Communication and Management, Copenhagen Business School, Denmark
- 07/2013 – 09/2016 **Member of ICM Department Board**, Department of Intercultural Communication and Management, Copenhagen Business School, Denmark

Boards, Memberships, Editorial Work and Peer Reviewing

- Boards: Member of the "Koordinierungsgremium Bundesnetzwerk Verbraucherforschung des BMUV" (since 10/2024)
- Appointed to the Kuratorium of the Dr. Rainer Wild-Stiftung, Stiftung für Gesunde Ernährung (Foundation for healthy nutrition), Heidelberg; elected Chair in 2016 (www.gesunde-ernaehrung.org) (since 03/2024)
- Associate Editor: Journal of Macromarketing (since July 2017)
- Editorial Board Memberships: Journal of Consumer Policy (since 06/2012), Macromarketing Society (since 06/2014), Business & Society (since 2020)
- Guest Editor "Special Issue on Traceability – from food to consumers: new insights and outcomes" in Measurement: Food
- "Behaviour change for sustainable consumption" in the Journal of Consumer Policy, 43 (2), (2020)
- Special issue on "Time allocation, consumption, and consumer policy" of the Journal of Consumer Policy, 33 (2), (2010)
- Ad-hoc Journal Reviewing:
- Consumer journals: Journal of Environmental Psychology, Journal of Consumer Policy, Journal of Public Policy and Marketing, Journal of Macromarketing, Journal of Economic Psychology, Ecological Economics, International Journal of Consumer Studies, Journal of Consumer Behaviour, Marketing Theory, Social Indicators Research
- Economic/business Journal of Health Economics, European Journal of Health Economics, Economics and Human Biology, Journal of Business Ethics, Journal of Corporate Citizenship, Journal of Family and Economic Issues, GAJA – Ökologische Perspektiven für Wissenschaft und Gesellschaft, Economic Record

Life science journals: PlosONE, Clinical Nutrition, BMC Public Health, Journal of Nutrition Reviews, Paediatric and Perinatal Epidemiology, Nutrition, Metabolism & Cardiovascular Diseases, Health Promotion International, Food Policy

Reviews for Funding Bodies:

BMBF FONA (Research for Sustainability) – Jury member for selecting junior research groups social-ecological research (2021)

Expert for the evaluation exercise Marie Skłodowska-Curie Individual Fellowships H2020-MSCA-IF European & Global Fellowships - Scientific Panel ECO- SOC-ENV (2016, 2017, 2020, 2021)

DFG reviewer for the Collaborative Research Centres Programme & individual research projects (2020, 2022)

AgreenSkills – International mobility grants co-funded by the European Union (2014, 2016)

Markedsmodningsfonden – financial support for Danish businesses (2014)

Swiss National Research Programme (NRP 60) – Gender Equality of the Swiss National Science Foundation (SNSF) (2009, 2011)

Membership of Professional Organizations

- ZNE Center for Sustainable Food Systems, Justus-Liebig-University Giessen
- Bundesnetzwerk Verbraucherforschung (Network of consumer research, Federal Office of Consumer Protection and Food Safety)
- IAAP International Association of Applied Psychology
- Virtual Community on Sustainability and Consumption

PhD Education

- Primary supervisor:
 - Sarah Nieß "Shifting private investors towards socially responsible investments", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen (05/2023 -)
 - Akansha Mishra "Investigating the role of tea-time eating practices in forming unhealthy eating behaviour/habits", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen, (10/2022 -)
 - Tatyana Thye "The Role of Social Identity in Promoting Environmental Behavior", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen (05/2022 -)
 - Andres Suarez "Ecosystem services valuation, large scale avocado production, social perceptions, environmental justice", Faculty of Agricultural Sciences,

Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen (10/2021-)

- Patricia Bettina Wowra "Moving towards a sustainable diet – Application of a stage model to the purchase of meat", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen (08/2018 –)
- Kristian Steensen Nielsen "Narrowing the attitude-behaviour gap in sustainable consumption – How self-control impacts sustainable behaviour and subjective well-being", Department of Intercultural Communication and Management, Copenhagen Business School (05/2016 – 06/2019)
- Tina Müller "Consumers' acceptance of recycled textile products – closing the intention-behaviour gap", Department of Intercultural Communication and Management, Copenhagen Business School (01/2016 –01/2019)
- Sarah Netter, PhD student at the Department of Intercultural Communication and Management, Copenhagen Business School, topic: "Exploring the sharing economy – The case of fashion" (Defended: 12/2016)
- Secondary supervisor:
 - Laura Krumm „The relationship between sustainable consumption and subjective well-being“, Copenhagen Business School, primary supervisor: Associate Prof. Dr. Jan M. Bauer
 - Mustafa Nasiri "Consumers' Perception of Food Safety and the Role of Time and Risk Preferences in Food Safety Demand: Experimental Evidence from Afghanistan", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen, primary supervisor: Prof. Dr. Ramona Teuber (10/2019 -)
 - Titilayo Oyeronke Akinwehinimi "Understanding Consumers' Preference and Willingness to Pay for Biofortification Attributes in Sub-Saharan Africa: The Case of Rice and Cassava", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen, Primary supervisor: Prof. Dr. Ramona Teuber (10/2020 -)
 - Bashiru Haruna "Towards improved nutrition: Strategies to change labour effort in smallholder crop production in northern Ghana", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen, primary supervisor: Prof. Dr. Ernst Nuppenau (10/2022)
 - Ruben Korenke "Nudging organic food purchases in supermarkets – Three pragmatic field experiments based on social norms, feedback and position", Technical University Berlin, primary supervisor: Prof. Dr. Tilman Santarius (11/2020)
 - Tina Bartelmess "Neue Perspektiven auf unternehmerische Ernährungskommunikation und –verantwortung - Eine komparative Fallstudie zum kommunikativ-konstruierenden Beitrag von Unternehmen der Ernährungsindustrie zur gesellschaftlichen Verständigung über Ernährung im Kontext von Nachhaltigkeit", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen, primary supervisor: Prof. Dr. Jasmin Godemann (11/2019)

- Mareike Bröcheler "Haushaltsnahe Dienstleistungen für Familien – Eine qualitative Studie über die Relevanz alltagsunterstützender Angebote für die Entlastung erwerbstätiger Eltern", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen (Defended: 10/2019)
- Nina Klünder "Die Ernährungsversorgung in Familien zwischen Zeit, Alltag und Haushaltsführung – Eine Mixed-Methods-Untersuchung", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen (Defended: 07/2019)
- Chair of Assessment Committee of PhD thesis:
 - Kristian Roed Nielsen "Crowdfunding for Sustainability – A study on the potential of reward-based crowdfunding in supporting sustainable entrepreneurship", Copenhagen Business School (11/2017)
- Member of Assessment Committee of PhD thesis:
 - Erik Klint, "Washing with (con)science – Combining psychology and life cycle assessments to better understand the environmental impacts of domestic laundering", Division of Environmental Systems Analysis, Chalmers University of Technology, primary supervisor: Prof. Dr. Greg Peters (08/2024)
 - Nele Henrika Hockamp, „Breastfeeding in Germany – promotion in maternity hospitals and breastfeeding rates during the first year of life“, Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen, primary supervisor: apl. Prof. Dr. Silvia Rudloff (08/2024)
 - Mariam Nikravech „Essays on Contributions to Reduce Household Food Waste“, Technical University Berlin, primary supervisor: Prof. Dr. Nina Langen (12/2023)
 - Kerstin Walter "Die familiäre Essumgebung – Eine Betrachtung von Mahlzeiten- und Fütterungspraktiken im 1. Lebensjahr und Schlussfolgerungen für die gesundheitsfördernde Ernährungskommunikation", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen, primary supervisor: Prof. Dr. Uta Maier-Gräwe (05/2022)
 - Stine Weder "Nährstoffzufuhr und anthropometrische Daten vegetarisch und vegan ernährter Kleinkinder gegenüber einer omnivore ernährten Vergleichspopulation", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen, primary supervisor: Prof. Dr. Katja Becker (12/2021)
 - Selina Hollinger "Psychosoziale Bedeutung einer künstlichen Ernährung von Kindern für die Familie – Eine longitudinale Vergleichsstudie", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen, primary supervisor: Prof. Dr. Gunter Eckert (02/2021)
 - Bernd Müller "Kollektiver Habitat- und Artenschutz in der offenen Agrarlandschaft", Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, Justus-Liebig-University Giessen, primary supervisor: Prof. Dr. Ernst Nuppenau (07/2019)

- Livia Marian "Organic and other product attributes – Consumer perceptions and buying behaviour regarding organic food products", Business and Social Sciences, Aarhus University, primary supervisor: Prof. Dr. John Thoegersen (03/2015)
- Muriel Verain "Sustainable food consumption: A lifestyle segmentation approach", Wageningen University, primary supervisor: Prof. Dr. Gerrit Antonides (12/2015)

Habilitation

- Member of Assessment Committee:
 - Dr. Antje Hebestreit, "Garbage in, garbage out: Diet and childhood obesity in Europe", Leibniz-Institute for Prevention Research and Epidemiology BIPS and Bremen University, Germany (July 2021)
 - Dr. Meike Janssen, "Driver of sustainable consumption", University of Kassel, Germany (December 2020)
 - Kirsi Laitala, "Sustainable clothing", Oslo Metropolitan University, Norway (November 2020)

Research Projects (Externally Funded)

Currently On-going:

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| 01/2024 – 06/2027 | DARWIN – Transition to safe & sustainable food system through new & innovative detection methods & digital solutions for plant-based products derived from new genomic techniques, under a co-creation approach. A 3.5 years, 7 Mio EUR Horizon Europe framework project with 15 partners. Leader of WP1 "Responsible Research & Innovation collaborative stakeholder ecosystem", https://www.gesunde-ernaehrung.org/Gremien-team.html |
| 09/2022 – 08/2026 | Plan'Eat – Food systems transformation towards healthy and sustainable dietary behaviour. A 4 years, 12 Mio EUR Horizon Europe framework project with 24 partners. Leader of WP2 "Understanding factors and drivers influencing dietary behaviour", https://www.gesunde-ernaehrung.org/Gremien-team.html |

Prior Research Projects:

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| 06/2015 – 05/2019 | MISTRA Future Fashion Phase II – A project on sustainable fashion. Lead of tasks on sustainable fashion consumption, a 4 year, 40 Mio SEK project with 20 partners funded by Mistra Foundation, http://www.mistrafuturefashion.com . |
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- 06/2015 – 11/2018 **Trash-2-Cash** – Designed high-value products from zero-value waste textiles and fibres via design driven technologies: Designed high-value products from zero-value waste textiles and fibres via design driven technologies. A 3.5 years, 8 Mio EUR European H2020 Framework project with 18 partners, Chair of Work Package 6 “Evaluation of the business, environmental, and consumer potential of developed design concepts”. <http://trash2cashproject.eu/>
- 02/2016 – 12/2018 **Redesign QR** – A project on upcycling of textiles, reference group member on consumer behaviour, a 3 year, 4 Mio NOK project funded by Oslofjord Foundation, <http://ostfoldforskning.no/no/prosjekter/redesign-qr/>
- 01/2014 – 12/2018 **Nudge-It** - The Neurobiology of Decision-Making in Eating - Innovative Tools. A 5 year, 9 Mio EUR European 7th Framework project with 9 partners. <http://www.nudge-it.eu/>
- 03/2012 – 02/2017 **I.FAMILY** - Determinants of eating behaviour in European children, adolescents and their parents. A 5 year, 9 Mio EUR European 7th Framework project with 15 partners, Co-chair of Work Package “Consumer awareness, ethical acceptability and policy implications”. <http://www.ifamilystudy.eu/>
- 06/2011 – 05/2015 **MISTRA Future Fashion** – A project on sustainable fashion. Project lead for Project 7: “Sustainable consumption and consumer behaviour”, a 4 year, 40 Mio SEK project with 20 partners funded by Mistra Foundation, <http://www.mistrafuturefashion.com>.
- 01/2010 – 12/2012 **CORPUS** - Enhancing connectivity between research and policy-making in sustainable consumption. A 3 year, 3 Mio EUR European 7th Framework Project with 11 partners, www.scp-knowledge.eu.
- 09/2006 – 02/2012 **IDEFICS Study** – Identification and prevention of Dietary – and lifestyle – induced health effects in children and infants. Working Area 07 “Consumer Science”. A 5 year, 13 Mio EUR European 6th Framework Project with 31 partners, www.ideficsstudy.eu.
- 11/2009 – 02/2010 **Verbraucherumfrage Baden-Württemberg 2009** – *Schwerpunkt Senioren* Ministerium für Ernährung und Ländlichen Raum Baden-Württemberg (Ministry of Nutrition and Rural Areas Baden Württemberg), Stuttgart, Germany. (Report on consumer behaviour of the older generation)
- 07/2009 **Besonderheiten der Verbraucher im ländlichen Raum.** Ministerium für Ernährung und Ländlichen Raum Baden-Württemberg (Ministry of Nutrition and Rural Areas Baden-Württemberg), Stuttgart, Germany. (Report on rural and urban consumer behaviour)
- 03/2009 – 06/2009 **Financial cultures in Europe: Similarities & differences.** SCHUFA Holding AG, Wiesbaden, Germany. (Report on

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| | European financial cultures and credit scoring – with Prof. Lucia Reisch) |
| 01/2008 – 04/2008 | Migration and the labour market – <i>Analysis of the German Microcensus 2005</i> . OECD, Paris, France. (Data analyses on migrants and their labour market conditions) |
| 03/2006 – 09/2006 | Zeitstrukturen – <i>Zur Arbeit mit den Zeitbudget-Daten des Statistischen Bundesamts</i> . Subproject of: 2. Bericht zur sozioökonomischen Entwicklung Deutschlands (SOEB 2). SOFI (Sociological Research Institute), Göttingen, Germany. (Expertise on the German time use survey) |

Prizes and Stipends

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| 07/2018 | The Mittelstaedt Award for Macromarketing contributions |
| 11/2017 | Carlsberg Foundation, Support for SCORAI conference in June 2018 at CBS, 60,000 DKK |
| 11/2017 | International Network Programme (INP) grant, Danish Agency for Science and Higher Education, "Sustainable Life styles in the 21st Century", 148,000 DKK |
| 11/2016 | BHP Billiton Visiting Professor Scheme at University of Western Australia UWA, Grant 5,000 AUD |
| 05/2016 | The Journal of Consumer Policy Outstanding Reviewer Award 2016, doi: 10.1007/s10603-016-9321-0 |
| 11/2015 | DSEB Research Prize 2015 – "Research prize for exemplary and innovative value creating research in the course of 2014-2015", Danish Society for Education and Business DSEB and Copenhagen Business School, 60,000 DKK. |

Publications & Disseminations

Peer-reviewed articles

1. Nielsen, K.S., Bauer, J.M., Debnah, R., Emogor, C.A., Geiger, S.M., Ghai, S., **Gwozdz, W.** & Hahnel, U. (2024). Underestimation of personal carbon footprint inequality in four socioeconomically diverse countries. *Nature Climate Change* (forthcoming).
2. Wowra, P.B., Joanes, T., Geiger, S.M. & **W. Gwozdz** (2024). Situations matter for meat consumption: A diary study of the within- and between-person associations. *ErnährungsUmschau* (forthcoming).
3. Foraita, R., Witte, J., Börnhorst, C., **Gwozdz, W.**, Pala, V., Lissner, L., Lauria, F., Reisch, L. A., Molnár, D., De Henauw, S., Moreno, L., Veidebaum, T., Tornaritis, M., Pigeot, I., & Didelez, V. (2024). A longitudinal causal graph analysis investigating modifiable risk factors and obesity in a European cohort of children and adolescents. *Scientific Reports*, 14(1), 6822. <https://doi.org/10.1038/s41598-024-56721-y>

4. Wowra, P., Joanes, T., & **Gwozdz, W.** (2023). In Which Situations Do We Eat? A Diary Study on Eating Situations and Situational Stability. *Nutrients*, 15(18), Article 18. <https://doi.org/10.3390/nu15183967>
5. Nielsen, K. S., Joanes, T., Webb, D., Gupta, S., & **Gwozdz, W.** (2023). Exploring the psychological characteristics of style and fashion clothing orientations. *Journal of Consumer Marketing*, 40(7), 897–910. <https://doi.org/10.1108/JCM-04-2022-5344>
6. Suarez, A. & **Gwozdz, W.** (2023). On the relation between monocultures and ecosystem services in the Global South: A review. *Biological Conversation*, 278. <https://doi.org/10.1016/j.biocon.2022.109870>
7. Nielsen, K.S., Brick, C., Hofman, W., Joanes, T., Lange, F. & **Gwozdz, W.** (2022). The motivation-impact gap in pro-environmental clothing consumption. *Nature Sustainability*. <https://doi.org/10.1038/s41893-022-00888-7>
8. Rasche, A., **Gwozdz, W.**, Larsen. M. L., & Moon, J. (2022). Which firms leave multi-stakeholder initiatives? An analysis of delisting from the UN Global Compact. *Regulation & Governance*, 309, 309-326. doi.org/10.1111/rego.12322
9. Sohn, J., Nielsen, K. S., Birkved, M., Joanes, T., & **Gwozdz, W.** (2021). The environmental impacts of clothing: Evidence from United States and three European countries. *Sustainable Production and Consumption*, 27, 2153-2164. <https://doi.org/10.1016/j.spc.2021.05.013>
10. Thumann, B.F., Börnhorst, C., Ahrens, W., Arvidsson, L., **Gwozdz, W.**, Iguacel, I., Mårild, S., Molnár, D., Rach, S., Russo, P., Tornaritis, M., Veidebaum, T., De Henauw, S. & Michels, N. on behalf of the I. Family consortium (2020). Cross-Sectional and longitudinal associations between psychosocial well-being and cardiometabolic markers in European children and adolescents. *Psychosomatic Medicine* 82 (8), 764-773. <https://doi.org/10.1097/PSY.0000000000000845>
11. Nielsen, K.S., Stern, P.C., Dietz, T., Gilligan, J.M., van Vuuren, D.P., Figueroa, M.J., Folke, C., **Gwozdz, W.**, Ivanova, D., Reisch, L.A., Vandenbergh, M.P., Wolske, K.S. & Wood, R. (2020). Improving climate change mitigation analysis: A framework for examining feasibility. *One Earth*, 3 (3), 325-336. <https://doi.org/10.1016/j.oneear.2020.08.007>
12. **Gwozdz, W.**, Reisch, L.A. & Thøgersen, J. (2020). Behaviour change for sustainable consumption. *Journal of Consumer Policy*, 43, 249-253. <https://doi.org/10.1007/s10603-020-09455-z>
13. **Gwozdz, W.**, Reisch L., Eha, M, Konstabel, K., Kovacs, E., Mendl, E., Mazur, A., Luszczki, E., Hunsberger, M., Eiben, G. & Wolters, M. on behalf of the I. Family consortium (2020). The effect of smileys as motivational incentives on children’s fruit and vegetable choice, consumption and waste: A field experiment in schools in five European countries. *Food Policy*, 96, 1-15. <https://doi.org/10.1016/j.foodpol.2020.101852>
14. Joanes, T., **Gwozdz, W.** & Klöckner, C. (2020). Reducing personal clothing consumption: A cross-cultural validation of the Comprehensive Action Determination

- Model. *Journal of Environmental Psychology*, 71, 1-10. <https://doi.org/10.1016/j.jenvp.2020.101396>
15. Bogl, L.H., Mehlig, K., Ahrens, W., **Gwozdz, W.**, de Henauw, S., Molnar, D., Moreno, L., Pigeot, I., Russo, P., Solea, A., Veidebaum, T., Kaprio, J., Lissner, L. & Hebestreit, A. on behalf of the IDEFICS and I.Family Consortia (2020). Like me, like you – relative importance of peers and siblings on children’s fast food consumption and screen time but not sports club participation depends on age. *International Journal of Behavioral Nutrition and Physical Activity*, 17, 1-11. <https://doi.org/10.1186/s12966-020-00953-4>
 16. Nie, P., Rammohan, A., **Gwozdz, W.** & Sousa-Poza, A. (2019). Changes in child nutrition in India: A decomposition approach. *International Journal of Environmental Research and Public Health*, 16 (10), 1815. <https://doi.org/10.3390/ijerph16101815>
 17. **Gwozdz, W.**, Nie, P., Sousa-Poza, A., DeHenauw, S., Felsó, R., Hebestreit, A., Iguacel, I., Lissner, L., Lauria, F., Page, A., Reisch, L.A., Tornaritis, M., Veidebaum, T., Williams, G. & Foraita, R. (2019). Peer Effects on weight status, dietary behaviour and physical activity among adolescents in Europe: Findings from the I. Family Study. *Kyklos*, 72 (2), 270-296. <https://doi.org/10.1111/kykl.12197>.
 18. Nielsen, K.S., **Gwozdz, W.** & DeRidder, D. (2019). Unravelling the relationship between trait self-control and subjective well-being: The mediating role of four self-control strategies. *Frontiers in Psychology*, 10, 706. <https://doi.org/10.3389/fpsyg.2019.00706>
 19. Gupta, S., **Gwozdz, W.** & Gentry, J. (2019). The role of style versus fashion orientation on sustainable fashion consumption. *Journal of Macromarketing*, 39 (2), 188-207. <https://doi.org/10.1177/0276146719835283>
 20. Thumann, B., Börnhorst, C., Michels, N., Veidebaum, T., Solea, A., Reisch, L., Moreno, L. A., Lauria, F., Kaprio, J., Hunsberger, M., **Gwozdz, W.**, Felso, R., De Henauw, S. & Ahrens, W. on behalf of the IDEFICS and I.Family consortia (2019). Cross-sectional and longitudinal associations between psychosocial well-being and sleep in European children and adolescents. *Journal of Sleep Research*, 28 (2), e12783. <https://doi.org/10.1111/jsr.12783>
 21. Iguacel, I., Fernández-Alvira, J.M., Ahrens, W., Bammann, K., **Gwozdz, W.**, Lissner, L., Michels, N., Reisch, L., Russo, P., Szommer, A., Tornaritis, M., Veidebaum, T., Börnhorst, C., Moreno & L.A. on behalf of the IDEIFICS consortium (2018). Prospective associations between social vulnerabilities and children’s weight status. Results from the IDEFICS study. *International Journal of Obesity*, 42, 1691-1703. <https://doi.org/10.1038/s41366-018-0199-6>
 22. Pedersen, E. & **Gwozdz, W.** (2018). Exploring the relationship between business model innovation, corporate sustainability, and organisational values. *Journal of Business Ethics*, 149 (2), 5.2018, p. 267–284. <https://doi.org/10.1007/s10551-016-3044-7>

23. Weinberg, M., Cummins, B., Webb, D. & **Gwozdz, W.** (2018). Incentivised online panel recruitment and subjective wellbeing: Caveat emptor. *Journal of Well-being Assessment*, 2 (1), 41-55. <https://doi.org/10.1007/s41543-018-0010-4>
24. **Gwozdz, W.**, Nielsen, K.S. & Müller, T. (2017). Environmentally friendly clothing consumption across Western countries: Consumer segments and their behavior. *Sustainability*, 9 (5), 762. <https://doi.org/10.3390/su9050762>
25. Iguacel, I., Michels, N., Fernández-Alvira, J.M., Bammann, K., De Henauw, S., Felső, R., **Gwozdz, W.**, Hunsberger, M., Reisch, L., Russo, P., Tornaritis, M., Thumann, B.F., Veidebaum, T., Börnhorst, C. & Moreno, L.A. on behalf of the I.IDEFICS consortium (2017). Associations between social vulnerabilities and psychosocial problems in European children. Results from the IDEFICS study. *European Child & Adolescent Psychiatry*, 26 (9), 1105-1117. <https://doi.org/10.1007/s00787-017-0998-7>
26. Pohlabeln, H., Rach, S., De Henauw, S., Eiben, G., **Gwozdz, W.**, Hadjigeorgiou, C., Molnar, D., Moreno, L., Russo, P., Veidebaum, T. & Pigeot, I. on behalf of the I.IDEFICS consortium (2017). Further evidence for the role of pregnancy induced hypertension and other early life influences in the development of ADHD: Results from the IDEFICS study. *European Child & Adolescent Psychiatry*, 26 (8), 957-967. <https://doi.org/10.1007/s00787-017-0966-2>
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08.12.2021. [**Gwozdz, W.**]. Behaviour or context: The environmental impact of clothing over the life cycle. Marketing Research Seminar Series, University of Western Australia (AUS).

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09.-12.07.2018 [Mueller, T., **Gwozdz, W.**]. The Consumer as (Political) Agent of Change: Possibilities and Boundaries for True Environmental Impact in Clothing Consumption, Presentation at the Macromarketing Conference 2018: Change between Complexity and Simplicity, Leipzig (D).

27.-30.06.2018 [Cohen, M., Reisch, L., **Gwozdz, W.**, & Kennedy, E.H.]. Sustainable Consumption: Fostering Good Practices and Confronting the Challenges of the 21st Century, Presentation at the Third International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI), Copenhagen (DK).

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1.-4.11.2015 [Armstrong, C., K. Niinimäki, A. Hirscher, **W. Gwozdz**, K. Laitala & T. Cooper]. Educational Strategies for the Sustainable Fashion Consumption Imperative: A Panel Discussion. Panel discussion at the Global Cleaner Production & Sustainable Consumption Conference, Barcelona (ES).

20.-23.10.2015: [**Gwozdz, W.** & L. Reisch]. State of the Commercial Environment and Advertising to Children in Europe. Presentation at the 12th European Nutrition Conference FENS, Berlin (D).

20.-23.10.2015: [Reisch, L. & **W. Gwozdz**]. Sustainable Diets from a Consumer Perspective - the Nutrition-Sustainability-Health Nexus. Presentation at the 12th European Nutrition Conference FENS, Berlin (D).

25.-28.6.2015: [**Gwozdz, W.**, A. Sousa-Poza, L. Reisch, K. Bammann, G. Eiben, Y. Kourides, E. Kovacs, F. Lauria, K. Konstabel, A. Santaliestra-Pasias, K- Vyncke & I.

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2.-5.7.2014 [T. Mueller, **W. Gwozdz** & L. Reisch]. From Shared Responsibility to Responsibility Diffusion: A Consumer Perspective. Presentation at the 39th Annual Macromarketing Conference, London (UK).

16.-20.6.2014: [S. Gupta, **W. Gwozdz** & J. Gentry]. Can consumer satisfaction with the fashion industry compensate for its societal evils? Presentation at the Biennial conference of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Las Vegas (US).

08.10.2013: [**W. Gwozdz**]. Sustainable fashion – A paradox? Invited talk at the Sustainability Platform "Sustainability turned inside out", Frederiksberg (DK).

14.07.2013 [**W. Gwozdz** & S. Netter, Sarah & L. Reisch]. Resistance to dispose your old clothes? An in-store textile recycling program on the test bed, 2013, 22nd Nordic Academy of Management Conference, Reykjavik (IS).

12.07.2013 [**W. Gwozdz** & S. Netter, Sarah & L. Reisch]. In-store textile recycling in Sweden: Nudges, shoves and choice architecture to promote more sustainable disposable behavior, 2013, 10th Biennial Conference on Environmental Psychology organized on behalf of the Environmental Psychology Division of the German Association of Psychology, Magdeburg (D).

12.-13.06.2013: [**W. Gwozdz**]. Effectiveness of food and beverage taxes in general and the current example of the Danish food tax on saturated fat. Invited talk at the EUFEP Congress 2013: Obesity Prevention, Krems (AT).

11.06.2013 [L. Reisch & S. Bly & **W. Gwozdz**]. Exit from High Street: An exploratory study of sustainable fashion pioneers, 2013, Sustainable Consumption Research and Action Initiative Conference "The Future of Consumerism and Well-Being in a World of Ecological Constraints", Clark University, Worcester (UK).

04.-7.06.2013: [S. Bly, **W. Gwozdz** & L. A. Reisch]. Exit from high street? Competitive paper at the 38th Macromarketing Conference, Toronto (CA).

04.-7.06.2013: [J. Gentry, **W. Gwozdz** & E. Rahbek-Pedersen] Special session on Sustainable Fashion at the 38th Macromarketing Conference, Toronto (CA).

12-14.12.2012: [L. A. Reisch, **W. Gwozdz**, G. Barba, S. De Henauw, N. Lascorz, K. Konstabel, I. Pigeot – on behalf of the IDEFICS Consortium]. Associations between commercial communication and food knowledge, preferences and diet: A cross-European. Competitive paper at Child and Teen Consumption 2012. Food Consumption, Communication, Life Styles and Fashion. 5th International Conference on Multidisciplinary Perspectives on Child and Teen Consumption, Milan (I).

26.-29.09.2012: [K. Bammann, **W. Gwozdz**, A. Lanfer & I. Pigeot]. Sozioökonomische Faktoren und kindliches Übergewicht in Europa: Ergebnisse der multi-zentrischen IDEFICS Studie. Abstract for the 7. Jahrestagung der Deutschen Gesellschaft für Epidemiologie, Regensburg (DE).

05.-08.09.2012: [L. Reisch, **W. Gwozdz**, G. Barba, S. De Henauw, N. Lascorz, K. Konstabel & I. Pigeot]. The role of food commercials on children's food knowledge and preferences and its impact on diet and weight. Competitive paper at the IAREP - International Association for Research in Economic Psychology, Wroclaw (PL).

05.-08.09.2012: [**W. Gwozdz**, L. Reisch & G. Raab]. Compensatory and compulsive buying behavior in Denmark: Who is a shopaholic? Competitive paper at the IAREP - International Association for Research in Economic Psychology, Wroclaw (PL)

05.-08.09.2012: [G. Raab, L.A. Reisch, **W. Gwozdz**, K. Kollmann, A.-M. Schubert & A. Unger]. Pathological buying behaviour: Investigating the trend of compensatory & compulsive buying in Austria, Denmark & Germany. Competitive paper at the IAREP - International Association for Research in Economic Psychology, Wroclaw (PL)

05.-08.09.2012: [S. Bly, **W. Gwozdz** & L. Reisch]. Exit from High Street: a study of sustainable fashion pioneers' strategies for sustainable fashion consumption. Competitive paper at the IAREP - International Association for Research in Economic Psychology, Wroclaw (PL).

02.-04.07.2012: [**Gwozdz, W.**, Sousa-Poza, A., Reisch, L. De Henauw, S., Eiben, G., Fernandez, J., Hadjigeorgiou, C., Kovács, E., Lauria, F., Veidebaum, T., Williams, G., Ahrens, W. & Bammann, K.]. *Maternal Employment and Child Obesity – A European Perspective*. Competitive Paper at Gender, Marketing and consumer Behaviour Conference 212, Queenstown (NZ).

27.-29.06.2012: [**Gwozdz, W.**, Reisch, L. De Henauw, S., Lissner, L., Moreno, L.A., Pala, V., Tornaritis, M., Molnar, D., Siani, A., Veidebaum, T. & Pigeot, I.]. *Childhood obesity: A European cross-geographical analysis of individual factors influencing diet quality & obesity*. Competitive Paper at the 2012 International Social Marketing Conference, Brisbane (AUS).

27.-29.06.2012: [Reisch, L., **Gwozdz, W.**, Barba, G., De Henauw, S., Lascorz, N., Konstabel, K. & Pigeot, I.]. *Associations between commercial communication and food knowledge, preferences and diet: A cross-European study*. Competitive Paper at the 2012 International Social Marketing Conference, Brisbane (AUS).

20.-23.06.2012: [**Gwozdz, W.**, Sousa-Poza, A., Reisch, L. De Henauw, S., Eiben, G., Fernandez, J., Hadjigeorgiou, C., Kovács, E., Lauria, F., Veidebaum, T., Williams, G., Ahrens, W. & Bammann, K.]. *Maternal Employment and Child Obesity – A European*

Perspective. Competitive Paper at the 26th Annual Conference of the European Society for Population Economics (ESPE), Bern (CH).

27.-29.04.2012: [**Gwozdz, W.**, Sousa-Poza, A., Reisch, L. De Henauw, S., Eiben, G., Fernandez, J., Hadjigeorgiou, C., Kovács, E., Lauria, F., Veidebaum, T., Williams, G., Ahrens, W. & Bammann, K.]. *Maternal Employment and Child Obesity – A European Perspective*. Competitive Paper at the 4th Annual Meeting on the Economics of Risky Behaviors (AMERB), Istanbul (TR).

26.-29.10.2011: [L.A. Reisch & **W Gwozdz**]. *Internal and external factors influencing food preferences and actual food choices in the IDEFICS study: a consumer science perspective*. Competitive paper presented at the 11th European Nutrition Conference (FENS), "Diversity versus Globalization: A Nutritional Challenge for a Changing Europe", Madrid (ES).

26.-29.10.2011: [J. Fernandez-Alvira, A. Hebestreit, T. Mouratidou, G. Barba, S. Sieri, **W. Gwozdz**, G. Eiben, H. Loit, C. Hadjigeorgiou, E. Kovac, K. Bammann, I. Huybreth & L. Moreno Aznar]. *Socio-economic status and food consumption frequencies in European children: IDEFICS Study*. Poster presented at the 11th European Nutrition Conference (FENS), "Diversity versus Globalization: A Nutritional Challenge for a Changing Europe", Madrid (ES).

12.-16.08.2011: [C.T. Tackney & **W. Gwozdz**]. *Teaching Statistics to Doctoral Students with Lonergan's Insight-Based Critical Realism*. Competitive paper presented at the Academy of Management Annual Meeting 2011, San Antonio (US).

13.-16.07.2011: [G. Raab, L.A. Reisch, K. Kollmann, A. Unger & **W. Gwozdz**]. *Compulsive Buying from Skagerrak to Styria: How similar are the consumers concerning their compulsive buying tendencies – A comparative study of Denmark, Germany and Austria*. Competitive paper presented at the Joint International Association of Research in Economic Psychology (IAREP) / Society for the Advancement of Behavioral Economics (SABE) / International Confederation for the Advancement of Behavioral Economics and Economic Psychology (ICABEEP) Conference, Exeter University, Exeter (UK).

13.-16.07.2011: [**W. Gwozdz** & L.A. Reisch]. *How to enhance healthy lifestyles? An analysis of factors influencing diets of European children*. Competitive paper presented at the Joint International Association of Research in Economic Psychology (IAREP) / Society for the Advancement of Behavioral Economics (SABE) / International Confederation for the Advancement of Behavioral Economics and Economic Psychology (ICABEEP) Conference, Exeter University, Exeter (UK).

14.-16.04.2011: [L.A. Reisch & **W. Gwozdz**]. *Childhood obesity, sustainable development, and behavioural economics*. Paper presented at the SCORAI (Sustainable Consumption Research and Action Initiative) Seminar "Socio-technical Transitions, Social Practices, and the New Economics: Meeting the Challenges of a Constrained World". Mountain Lakes House, Princeton University, New Jersey, Princeton, NJ (US)

08.-09.11.2010: [L.A. Reisch, **W. Gwozdz** & K. Bammann]. *Socio-demographic risk factors for obesity*. Paper presentation at the Symposium "Child health in Europe. The IDEFICS Study: towards a better understanding of obesity" in Zaragoza (ES)

05.-08.09.2010: [L.A. Reisch & **W. Gwozdz**]. *How can behavioural economics inform policy making in food and public health issues?* Competitive Paper presented at the Joined IAREP (International Association for Research in Economic Psychology) / SABE (US Society for the Advancement in Behavioral Economics) Annual Conference, Cologne (D)

25.03.2010: [**W. Gwozdz** & L.A. Reisch]. *Sustainability, Food and Behavioural Economics*. Presentation at the Sustainable Food Day, Frederiksberg (DK)

01.-02.03.2010: [**W. Gwozdz**]. *Ernährungspolitik und Genderfragen: Die sozialwissenschaftlich inspirierten Ernährungspolitiken Skandinaviens*. Invited presentation at the AGEV Conference on "Über den Tellerrand: Gestaltungsaufgabe Ernährungspolitik", Berlin (D)

03.-04.12.2009: [**W. Gwozdz**, L.A. Reisch & L. Hedegaard]. *Between voluntary agreement and legislation – The delicate case of food advertising aimed at children in Denmark*. Competitive Paper at Food Marketing and Ethics Today, Paris (F)

30.11.-02.12.2009: [L.A. Reisch, **W. Gwozdz** & Beckmann, S. C.]. *Sustainability and childhood obesity*. Competitive paper at the ANZMAC 2009 Sustainable Management and Marketing, Melbourne (AUS)

17.11.2009: [**W. Gwozdz**]. *Übergewicht bei Kindern: Entwicklungen und Herausforderungen*. Presentation at the Studium Generale, Hohenheim (D)

09.-11.11.2009: [**W. Gwozdz** & L.A. Reisch]. *Gendered-diversity in consumer behaviour: Only an appeal to probability?* Presentation at the IDEFICS General Assembly, Copenhagen (DK)

03.-06.11.2009: [**W. Gwozdz** & L.A. Reisch]. *How unhealthy diets, sustainability and corporate social responsible behaviour are related*. Global Dialogue Conference, Aarhus (DK)

07.-10.09.2009: [L.A. Reisch, **W. Gwozdz** & W. Ahrens]. *Gesundheit und Konsumentenverhalten – Interne und externe Faktoren der Adipositas im Kindesalter*. Competitive Paper at 54. gmds-Jahrestagung, Essen (D)

17.-20.06.2009: [L.A. Reisch, **W. Gwozdz** & W. Ahrens]. *Food choice and consumer behavior – Internal and external factors influencing childhood obesity*. Competitive Paper at the International Society for Behavioral Nutrition and Physical Activity (ISBNPA) 2009 Annual Meeting, Lisbon (PT)

08.-10.06.2009: [L.A. Reisch & **W. Gwozdz**]. *Obesity, Sustainability and the Key Role of Contexts*. Competitive paper presented at the Conference of Joint Actions on Climate Change, Aalborg (DK)

04.-07.06.2009: [L.A. Reisch & **W. Gwozdz**]. *Food choice and consumer behaviour – Achieving sustainability by preventing childhood obesity*. Competitive paper presented at 2009 Macromarketing Seminar, Kristiansand (NO), abstract published in *Journal of Macromarketing*, 29 (4): 437.

28.-29.05.2009: [L.A. Reisch & **W. Gwozdz**]. *Financial Culture in Europe: Similarities & Differences*. Presentation at the RSCAS Conference: Consumer Loans and the role of consumer Credit Bureaus in Europe, Florence (IT)

26.-29.05.2009: [L.A. Reisch, S.C. Beckmann, K. Keimer, **W. Gwozdz** & W. Ahrens]. *Healthy eating and living: a comparative analysis of food based dietary guidelines (FBDGS)*. Competitive Paper presented at the 38th European Marketing Academy Conference (EMAC), Nantes (F)

13.-14.03.2009: [L.A. Reisch & **W. Gwozdz**]. *Gendered food consumption and sustainability*. Invited Presentation at the Gendering Climate and Sustainability Conference, Copenhagen (DK)

17.01.2009: [**W. Gwozdz** & L.A. Reisch]. *Maternal employment and its effects on childhood obesity*. Presentation at the IDEFICS gender workshop, Copenhagen (DK)

17.01.2009: [**W. Gwozdz** & K. Bammann]. *Do discrepancies in the parental perception of children's weight affect families dietary behaviour?* Presentation at the IDEFICS gender workshop, Copenhagen (DK)

16.01.2009: [L.A. Reisch & **W. Gwozdz**]. *IDEFICS qualitative studies on the role of commercials – Training in Copenhagen*. Content planning and coordination of the IDEFICS qualitative studies on the role of commercials, Copenhagen (DK)

12.-16.11.2008: [L.A. Reisch & **W. Gwozdz**]. *IDEFICS - Qualitative Studies (QS) on the Role of Commercial Communication*. Presentation at the IDEFICS General Assembly, Larnaca (CYP)

09.-11.07.2008: [**W. Gwozdz** & A. Sousa-Poza]. *Ageing, Health and Life Satisfaction of the Oldest Old: An Analysis for Germany*. Poster Presentation at the 8th International German Socio-Economic Panel User Conference, Berlin (D)

18.-21.06.08: [**W. Gwozdz** & A. Sousa-Poza]. *Ageing, Health and Life Satisfaction of the Oldest Old: An Analysis for Germany*. Competitive Paper at the XXII Annual Conference of the European Society for Population Economics 2008, London (UK)

17.-19.10.2007: [**W. Gwozdz**]. *Why has a reduction in housework for women not led to an equal division of housework between the sexes?* Competitive Paper at the International Association for Time Use Research XXVIII Conference 2007, Washington D.C. (US)

03.-05.10.2007: [**W. Gwozdz**]. *Why does less housework for women not (yet) lead to an equal division of housework between men and women?* Competitive Paper at the Nordic Consumer Policy Research Conference 2007, Helsinki (FIN)

27.-28.10.2006: [**W. Gwozdz**]. *Warum verrichten Frauen heute weniger Haushaltsarbeit?* Competitive Paper at the 14. Kolloquium des Jungen Forums „Aspekte der Alltags- und Lebensökonomie“, Bonn (D)

16.-17.05.2006: [**W. Gwozdz**]. *Umfang und Organisation privater Haushaltsarbeit - Ergebnisse der Zeitbudgetuntersuchungen*. Invited presentation at the Werkstattgespräch 5: „...und wer passt auf die Kinder der Dienstmädchen auf? Arbeit und Lebensweise im Spiegel der Haushaltsökonomie“, Goettingen (D)

07.-08.04.2006: [**W. Gwozdz**]. *Geschlechtsspezifische Arbeitsteilung und die Determinanten der Zeit für Haushaltsführung und Betreuung der Familie*. Competitive Paper at the Frühjahrstagung des Fachausschusses Strukturwandel des Haushalts der Deutschen Gesellschaft für Hauswirtschaft e.V. (dgh) „Strukturwandel des Haushalts – Zeit und Raum – Haushalte als basale Akteure stärken“, Bonn (D)