

## BIRGIT GASSLER | Postdoctoral Researcher

Institute for Agricultural Policy and Market Research, Justus-Liebig-University Gießen  
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### RESEARCH AREAS AND EXPERTISE

Consumer behavior, marketing of credence goods, sustainable supply chains, experimental economics, applied econometrics and experimental survey methods (choice experiments, experimental auctions, structural equation modelling)

### PROFESSIONAL EXPERIENCE

12/2017 –	<b>Postdoctoral Researcher</b>	<b>University of Göttingen,</b>
11/2018	Chair of Marketing for Food and Agricultural Products, Department of Agricultural Economics and Rural Development.	<b>Germany</b>
04/2017 –	<b>Research Associate</b>	<b>University of Göttingen,</b>
11/2017	Chair of Marketing for Food and Agricultural Products. Department of Agricultural Economics and Rural Development.  Maternity leave cover in the projects: <ul style="list-style-type: none"> <li>• <b>TRANSKOLL</b> – Transparency and Transformation in the regional food industry. Collaborative approaches for more sustainability from the raw material to the end consumer. (BMBF)</li> <li>• <b>SOCIALLAB</b> – Nutztierhaltung im Spiegel der Gesellschaft. (BMEL)</li> </ul>	<b>Germany</b>
04/2014 –	<b>Research Associate</b>	<b>University of Göttingen,</b>
03/2017	Research Training Group GlobalFood. “GRK1666: Transformation of Global Agri-Food System”	<b>Germany</b>

### EDUCATION AND DEGREES

2017	<b>Dr.sc.agr. (PhD)</b> Department of Agricultural Economics and Rural Development, Chair of Marketing for Food and Agricultural Products.  <b>Dissertation:</b> “ <i>Mainstreaming Sustainable Consumption: Essays on preferences, labelling, and supply chain mechanisms</i> ”	<b>University of Göttingen,</b> <b>Germany</b>
2013	<b>Dipl.-Ing. (MSc equivalent).</b> Agriculture and Food Economy.  <b>Thesis:</b> “ <i>How green is your Grüner? Using discrete choice to measure consumer preferences and the potential for eco-labels among young adult wine consumers in Austria.</i> ”	<b>University of Natural Resources and Life Sciences,</b> <b>Vienna, Austria</b>
2011	Semester abroad (08/2011 – 12/2011) Charles H. Dyson School of Applied Economics and Management	<b>Cornell University,</b> <b>Ithaca (NY), USA</b>
2010	<b>Bakk.techn. (BSc equivalent).</b> Environment and Bio-Resources Management.	<b>University of Natural Resources and Life Sciences,</b> <b>Vienna, Austria</b>
2006	<b>A-Levels.</b> Cooperation between commercial college and agricultural college	<b>AGRO-HAK Mistelbach</b> <b>Mistelbach, Austria</b>
2006	<b>Skilled-workers certificate</b> Viticulture and Enology	<b>Agricultural College Mistelbach</b> <b>Mistelbach, Austria</b>

## PUBLICATIONS

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### PEER-REVIEWED JOURNAL ARTICLES

- 2019 **Tasting Organic: The influence of taste and quality perceptions on the willingness to pay for organic wine.** Birgit Gassler, Carina Fronzeck, Achim Spiller. *Forthcoming in: International Journal of Wine Business Research*, 31(2).
- 2018 **Consumer Preferences for Superfood Ingredients—the Case of Bread in Germany.** Stephan Meyerding, Annemone Kürzdörfer, Birgit Gassler. *Sustainability*, 10(12), 4667.
- 2018 **Is it all in the MIX? Consumer preferences for segregated and mass balance certified sustainable palm oil.** Birgit Gassler, Achim Spiller. *Journal of Cleaner Production*, 195, 21-31, 2018. <https://doi.org/10.1016/j.jclepro.2018.05.039>
- 2018 **Keep on grazing: factors driving the pasture-raised milk market in Germany.** Birgit Gassler, Qian Xiao, Sarah Kühn, Achim Spiller. *British Food Journal*, 120(2), 452-467, 2018. <https://doi.org/10.1108/BFJ-03-2017-0128>
- 2017 **Labeling strategies to overcome the problem of niche markets for sustainable milk products: The example of pasture-raised milk.** Sarah Kühn, Birgit Gassler, Achim Spiller. *Journal of Dairy Science*, 100(6), 4197-5118, 2017. <https://doi.org/10.3168/jds.2016-11997>
- 2016 **Exploring consumers' expectations of sustainability in mature and emerging markets.** Birgit Gassler, Marie v. Meyer-Höfer, Achim Spiller. *Journal of Global Marketing*, 29(2), 71-84, 2016. <https://doi.org/10.1080/08911762.2015.1133869>
- 2015 **Millennial wine consumer's preferences and willingness-to-pay for eco-labeled wine.** Birgit Gassler. *Austrian Journal of Agricultural Economics*, 24, 131-140, 2015.

### OTHER PUBLICATIONS

- 2018 **Bürgerbewertung unterschiedlicher Haltungssysteme von Milchkühen, Mastschweinen und Masthühnchen: Ein systematischer Vergleich.** Kühn, S., Sonntag, W.I., Gauß, N., Gassler, B., & Spiller, A. In: Christoph-Schulz, I. *Journal of Consumer Protection and Food Safety*, 2018. <https://doi.org/10.1007/s00003-017-1144-7>.
- 2018 **Bürgerreaktionen auf Zielkonflikte in der Hühnermast.** Sonntag, W., Golze, S., Kutschbach, A., Gassler, B., Spiller, A. In: Christoph-Schulz, I. *Journal of Consumer Protection and Food Safety*, 2018. <https://doi.org/10.1007/s00003-017-1144-7>.
- 2013 **How green is your Grüner? Using discrete choice to measure consumer preferences and the potential for eco-labels among young adult wine consumers in Austria.** Gassler, B. *Master Thesis*, University of Natural Resources and Life Sciences, Vienna, 78p.

## AWARDS & SCHOLARSHIPS

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- 2014 Preis der Österreichischen Gesellschaft für Agrarökonomie - awarded for a Master thesis.
- 2013 Förderpreis der Österreichischen Hagelversicherung - awarded for a Master thesis.
- 2012 Merit-based scholarship, University of Natural Resources and Life Sciences, Vienna.

## PRESENTATIONS AT INTERNATIONAL SCIENTIFIC CONFERENCES AND INVITED TALKS

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- 2018 Invited talk at Hung Vuong University, Việt Trì, Phú Thọ Province, Vietnam and at University of Economics and Business (UEB-VNU), Hà Nội, Vietnam.
- 2017 Paper presented at the GlobalFood Symposium, University of Göttingen, Germany.
- 2017 Paper presented at the Workshop on Social Science of Agriculture, Food and Environment, Kyoto, Japan.
- 2016 Paper presented at the IFAMA World Conference, Aarhus, Denmark.

- 2015 Paper presented at the Workshop “Ethical food consumption meets marketing research”, University of Göttingen, Germany.
- 2015 Paper presented at the EAAE-AAEA Seminar ‘Consumer Behavior in a Changing World: Food, Culture, Society’, Naples, Italy.
- 2014 Paper presented at the International Conference on Food Security and Rural Development, Nanjing, PR China.
- 2014 Poster presented at the 24. Jahrestagung der Österreichischen Gesellschaft für Agrarökonomie, Vienna, Austria.

## TEACHING EXPERIENCE

2018	Guest lecture on “Commodity Branding: the specialty milk market in Germany as an empirical example” in the module “Strategic Brand Management”	<b>Vietnam National University (VNU-UEB) Bachelor level</b>
2018	Lecturer for the module: “Corporate Social Responsibility im Agribusiness: Gesellschaftliche Erwartungen als Managementherausforderung“.	<b>University of Göttingen Master level</b>
2017	Guest lecturer on choice experiments and experimental auctions for the module: “Empirical survey methods in Agri-Business”.	<b>University of Göttingen Master level</b>
2015, 2016	Tutored students in writing seminar papers in the module “Management studies in the agri-food sector”; organized a field trip to agri-business firms.	<b>University of Göttingen Bachelor level</b>
2013	Prepared a bi-weekly exercise class for 20 students in the module “Economics M IV: Exercises in microeconomics III (Behavioral and Experimental Economics)”.	<b>University of Osnabrück Master level</b>

## MENTORING & SUPERVISION OF MASTER STUDENTS

Geogilashvili, D.; Xiao, Q.; Hinz, S.; Fronzeck, C.; Melka, T.; Rehan, T.; Kirchhoff, C.; Jiazhu W.

## SOFTWARE SKILLS

Scientific Software: R, STATA, SmartPLS, SPSS, SPSS AMOS, GAMS  
 Other: UNIPARK, ILIAS, Inkscape, WordPress

## LANGUAGES

German	native	French, Russian	basic knowledge
English	excellent		

## FURTHER PROFESSIONAL EXPERIENCE

2018	Research Stay (07/2018-09/2018) University of Economics and Business (VNU-UEB), School of Business Administration.	<b>Vietnam National University, Hanoi, Vietnam</b>
2016/17	Member of the organizing committee for the 3rd GlobalFood Symposium, April 28-29, 2017.	<b>University of Göttingen, Germany</b>
2010 - 2013	Member of the municipal council	<b>Gemeinde Kreuttal, Austria</b>
2013	Contributed to projects under Dr. Franz Sinabell (07/2013-08/2013): <ul style="list-style-type: none"> <li>• Sustainability Indicators for Austrian Agriculture</li> <li>• EU Food Price Transmission</li> </ul>	<b>WIFO Wien, Austria</b>
2007/08/10/12	Internships with the Austrian food industry (AGRANA Beteiligungs-AG, RWA AG)	<b>Vienna, Austria</b>