

VITA
Carola Grebitus

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Morrison School of Agribusiness
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I. EDUCATION

Ph.D., Food Economics, Food Marketing (magna cum laude), Kiel University, Germany, 2007

M.S., Food Economics, Home Economics, Kiel University, Germany, 2002

B.S., Food Science, Kiel University, Germany, 2001

II. EXPERIENCE

A. Academic Positions

Dean's Council Distinguished Scholar, W. P. Carey School of Business, Arizona State University, 2021-present

Associate Professor of Food Industry Management (with tenure), Morrison School of Agribusiness, W. P. Carey School of Business, Arizona State University (ASU), 2018-present

Assistant Professor of Food Industry Management, Morrison School of Agribusiness, W. P. Carey School of Business (2013-2018) / College of Technology and Innovation (2012-2013), ASU, 2012-2018, Date of initial appointment at ASU: August 16, 2012

Assistant Professor (Akademische Rätin), Department of Agricultural and Food Market Research, Institute for Food and Resource Economics, Bonn University, Germany, 2008-2012

Post-Doctoral Research Fellow, Department of Resource Economics & Environmental Sociology, University of Alberta, Canada, Spring 2008

Post-Doctoral Research Fellow, Center for Agricultural and Rural Development/ Department of Economics, Iowa State University, 2007-2008

B. Other Positions

Co-Director, International Workshop in Survey Design and Experimental Methods in Applied and Agricultural Economics, Michigan State University, 2024

Chair of Project Oversight Committee for a Climate-Smart Agriculture and Food Systems Project funded by Genome Canada (Génome Québec), Canada, 2023 – 2027

Director, Workshop on Survey Design and Experimental Methods in Applied and Agricultural Economics, Arizona State University, 2023

Co-Director, International Summer School in Survey Design and Experimental Methods in Applied and Agricultural Economics, Michigan State University, 2022

Director, International Winter School in Survey Design and Experimental Methods in Applied and Agricultural Economics, Arizona State University, 2020-2021

Affiliated Faculty, Institute for Social Science Research, Arizona State University, 2020-present

Director, Food and Agribusiness Lab, Arizona State University, 2018-present

peerLA, Peer Leadership Academy Cohort, 2018-2019.

Senior Global Futures Scholar, Julie Ann Wrigley Global Futures Laboratory, Global Institute of Sustainability and Innovation, Arizona State University, 2014-present

Visiting Researcher, School of Public and Environmental Affairs, Indiana University - Purdue University Indianapolis, Spring 2012

Visiting Researcher, Department of Agricultural and Applied Economics, University of Georgia, Spring 2012

Visiting Researcher, Department of Agricultural Economics, Oklahoma State University, Spring 2011

Visiting Researcher, Department of Resource Economics & Environmental Sociology, University of Alberta, Canada, Fall 2010

Visiting Researcher, Center for Agricultural and Rural Development/ Department of Economics, Iowa State University, Spring & Fall 2006, Spring 2010

C. Select Continuing Education and Training

Yoga Therapy Certification Program, 500 Hrs., Healing Emphasis Yoga™ Therapy Program, Inner Vision Yoga Studio, Arizona, 2022

Core Stress and Trauma Release Training, 20 Hrs., Inner Vision Yoga Studio, Arizona, 2021

Dare to Lead™ Class (Fall B), Arizona State University, 2021

Generative Critique: The Critical Response Process (THP 598 – Fall B), Arizona State University, 2020

ASU Sync Workshop, Arizona State University, 2020

Certified Yoga Teacher, 200 Hrs., Inner Vision Yoga Studio, Arizona, 2019

Master Class for Teaching Online, Arizona State University, 2019

III. RESEARCH

A. Peer-Reviewed Journal Article Publications

** Indicates student co-authors.*

My three streams of research are indicated by the following symbols:

(1) Addressing sustainable choices and effects of behavioral factors on environmentally-sustainable decisions: †

(2) Addressing effects of food labeling policy on consumer choices: ◇

(3) Addressing improvement of experimental economics methods in applied and agricultural economics: ‡

81. †*ISHAQ, M., KOLADY, D., AND C. GREBITUS: The effect of information and beliefs on preferences for sustainably-produced beef. Accepted for publication at *European Review of Agricultural Economics*. IF 4.448; 4-yr IF 4.287.

80. ◊ *DAHAL, B.R., DELONG, K.L., *GAO, S., GREBITUS, C., AND A. MUHAMMAD (2024): Factors affecting Chinese consumers' beef purchase frequency. *Agribusiness: An International Journal*. <https://doi.org/10.1002/agr.21906> IF 2.841; 5-yr IF 1.938.
79. †◊ *ISHAQ, M., KOLADY, D., AND C. GREBITUS (2023): Analyzing behavioral factors of willingness to pay for sustainability. *Journal of the Agricultural and Applied Economics Association*. <https://doi.org/10.1002/jaa2.86> IF N/A.
78. ‡FINGER, R., GREBITUS, C., AND A. HENNINGSEN (2023): Improving agricultural policy decisions through replications. *EuroChoices*. <https://doi.org/10.1111/1746-692X.12413> IF 1.873; 5-yr IF N/A.
77. DRESCHER, L.S., GREBITUS, C., AND J. ROOSEN (2023): Exploring Food Consumption Trends on Twitter with Social Media Analytics: The Example of #Veganuary. *Euro Choices*. 22(2), 45-52; IF 1.873; 5-yr IF N/A.
76. FINGER, R., GREBITUS, C., AND A. HENNINGSEN (2023): Replications in agricultural economics. *Applied Economic Perspectives and Policy*, 1-17, <https://onlinelibrary.wiley.com/doi/full/10.1002/aep.13386> IF 4.890; 5-yr IF 3.627.
75. †*GAO, S., GREBITUS, C., AND K.L. DELONG (2023): Consumer preferences for beef quality grades on imported and domestic beef. *European Review of Agricultural Economics*, 50(3), 1064-1102. IF 4.448; 4-yr IF 4.287.
74. †*FULLER, K., AND C. GREBITUS (2023): Consumers' preferences and willingness to pay for coffee sustainability labels. *Agribusiness: An International Journal*. <https://doi.org/10.1002/agr.21810> IF 2.841; 5-yr IF 1.938.
73. †*GAO, S., GREBITUS, C., AND T.G. SCHMITZ (2023): Communication in times of crisis: Information flow among Chinese hog producers during the African swine fever outbreak. *Agribusiness: An International Journal*, <http://doi.org/10.1002/agr.21819> IF 2.841; 5-yr IF 1.938.
72. †PESCHEL, A.O., AND C. GREBITUS (2023): Flexitarians' and meat eaters' heterogeneous preferences for beef: Gourmets and value seekers. *Food Quality and Preference*; 104756, 104, March 2023. IF 5.565; 4-yr IF 6.386.
71. ‡CHENARIDES, L., GREBITUS, C., LUSK, J., AND I. PRINTEZIS (2022): A calibrated choice experiment method. *European Review of Agricultural Economics*, jbac011, [doi:https://doi.org/10.1093/erae/jbac011](https://doi.org/10.1093/erae/jbac011) IF 4.448; 4-yr IF 4.287.
70. †*GAO, S., GREBITUS, C., AND T.G. SCHMITZ (2022): Effects of risk preferences and social networks on adoption of genomics by Chinese hog farmers. *Journal of Rural Studies*, 94, 111-127. IF 5.157; 5-yr IF 4.769.
69. †*FULLER, K., GREBITUS, C., AND T.G. SCHMITZ (2022): The effects of values and information on the willingness to pay for sustainability credence attributes for coffee. *Agricultural Economics*, 53(5), 775-791. IF 3.887; 5-yr IF N/A.
68. ◊*RONDONI, A., GREBITUS, C., HUGHNER, R.S. AND K. FULLER* (2022): Marketing specialty crops: Analyzing perception and determinants of date fruit purchase likelihood. *Journal of International Food & Agribusiness Marketing* 10.1080/08974438.2022.2064028. IF 2.521; 4-yr IF 2.521.
67. ◊*PAUDEL, B, KOLADY, D., GREBITUS, C., *ANIRUDDHA, R., AND M. ISHAQ* (2022): Consumers' willingness to pay for pork produced with different levels of antibiotics. *Q Open*, 2(1), <https://doi.org/10.1093/qopen/qoac001>. IF N/A; 5-yr IF N/A.
66. ‡† GREBITUS, C., AND E.J. VAN LOO (2022): Relationship between cognitive and affective processes,

and willingness to pay for pesticide-free and GMO-free labeling. *Agricultural Economics* <https://doi.org/10.1111/agec.12701>. IF 3.887; 5-yr IF N/A.

65. † ROSBURG, A., AND C. GREBITUS (2021): Sustainable development in the craft brewing industry: A case study of Iowa brewers. *Business Strategy and the Environment*, IF 11.283, 4-yr IF 11.283. <https://doi.org/10.1002/bse.2782>
64. † GREBITUS, C. (2021): Small-scale urban agriculture: Drivers of growing produce at home and in community gardens in Detroit. *PLoS ONE*, 16(9): e0256913. IF 3.752; 5-yr IF N/A.
63. †,◊ CHENARIDES, L., GREBITUS, C., LUSK, J., AND I. PRINTEZIS (2021): Who practices urban agriculture? An empirical analysis of participation before and during the COVID-19 pandemic. *Agribusiness: an International Journal*, 37(1), 142-159; IF 2.841; 5-yr IF 1.938. **Top Downloaded Article** among work published between 1 January 2019 – 31 December 2020. **Top Cited Article** among work published in an issue between 1 January 2021 – 15 December 2022.
62. ◊ CHENARIDES, L., GREBITUS, C., LUSK, J., AND I. PRINTEZIS (2021): Food consumption behavior during the COVID-19 pandemic. *Agribusiness: an International Journal*, 37(1), 44-81; IF 2.841; 5-yr IF 1.938. **Top Downloaded Article** among work published between 1 January 2019 – 31 December 2020.
61. †,‡ *RONDONI, A., GREBITUS, C., MILLAN, E., AND D. ASIOLI (2021): Exploring consumers' perceptions of plant-based eggs using concept mapping and semantic network analysis. *Food Quality and Preference*, 94 (December), 104327; IF 5.565; 4-yr IF 6.386.
60. ‡ DELONG, K.L., *SYRENGELAS, K.G., GREBITUS, C., AND R.M. NAYGA (2021): Visual versus text attribute representation in choice experiments. *Journal of Behavioral and Experimental Economics*, 94, 101729; IF 1.831; 5-yr IF 1.757.
59. ‡,◊,† VAN LOO, E.J., GREBITUS, C., AND W. VERBEKE (2021): Effects of nutrition and sustainability claims on attention and choice: An eye-tracking study in the context of a choice experiment using granola bar concepts. *Food Quality and Preference*, 90, 104100; IF 5.565; 5-yr IF 5.902.
58. † ALEMU, M.H., AND C. GREBITUS (2020): Towards sustainable urban food systems: Analyzing contextual and intrapsychic drivers of growing food in small-scale urban agriculture. *PLoS ONE*. <https://doi.org/10.1371/journal.pone.0243949>; IF 3.752; 5-yr IF N/A.
57. † *PRINTEZIS, I., AND C. GREBITUS (2020): College-age millennials' preferences for food supplied by urban agriculture. *Frontiers in Sustainable Food Systems*. <https://doi.org/10.3389/fsufs.2020.00048>; IF 5.005; 5-yr IF N/A.
56. † GREBITUS, C., CHENARIDES, L., MUENICH, R.L., AND A. MAHALOV (2020): Consumers' perception of urban farming – An exploratory study. *Frontiers in Sustainable Food Systems*. <https://doi.org/10.3389/fsufs.2020.00079>; IF 5.005; 5-yr IF N/A.
55. ‡,† GREBITUS, C., R.D. ROSCOE, E.J. VAN LOO, AND I. KULA* (2020): Sustainable bottled water: How nudging and Internet Search affect consumers' choices. *Journal of Cleaner Production*, 267, 121930; IF 11.072; 5-yr IF 9.444.
54. ◊ GREBITUS, C., AND G. DAVIS (2019): Does the new Nutrition Facts Panel help compensate for low numeracy skills? An eye-tracking analysis. *Agricultural Economics*, 50(3), 249-258; IF 3.887; 5-yr IF 2.563.
53. ‡ VAN LOO, E., GREBITUS, C., AND J. ROOSEN (2019): Explaining attention and choice for origin labeled cheese by means of consumer ethnocentrism. *Food Quality and Preference*, 78, 103716; <https://doi.org/10.1016/j.foodqual.2019.05.016>; IF 5.565; 4-yr IF 6.386.

- 52.‡ *FANG, D., RICHARDS, T.J., AND C. GREBITUS (2019): Modeling product choices in a peer network. *Forum for Health Economics & Policy*, 22(1), DOI: <https://doi.org/10.1515/fhep-2018-0007>; IF N/A.
- 51.† *PRINTEZIS, I., GREBITUS, C., AND S. HIRSCH (2019): The price is right!? A meta-regression analysis on willingness to pay for local food. *PLoS ONE*, 14(5), e0215847; IF 3.752; 5-yr IF N/A. <https://doi.org/10.1371/journal.pone.0215847>
- 50.‡ *WINTER, S.T., AND C. GREBITUS (2019): Effect of consumers' personality on store brand choice in grocery stores: Insights from France and Germany. *Journal of International Food and Agribusiness Marketing*, 31(4), 400-416; IF 2.521; 4-yr IF 2.521.
- 49.† PESCHEL, A., GREBITUS, C., ALEMU, M.H., AND R.S. HUGHNER (2019): Personality traits and preferences for production method labeling – A latent class approach. *Food Quality and Preference*, 74 (June), 163-171; IF 5.565; 4-yr IF 6.386.
- 48.◊ *WANG, D., GREBITUS, C., AND C. SCHROETER (2018): The effect of behavioral contagion and tie-strength on calorie intake in food courts. *Journal of International Food and Agribusiness Marketing*, 31(2), 204-211; IF 2.521; 4-yr IF 2.521.
- 47.◊ *PRINTEZIS, I., AND C. GREBITUS (2018): Marketing channels for local food. *Ecological Economics*, 152(October), 161-171; IF 6.536; 5-yr IF 6.233.
- 46.‡ VAN LOO, E.J., GREBITUS, C., NAYGA, R.M., VERBEKE, W. AND J. ROOSEN (2018): On the measurement of consumer preferences and food choice behavior: The relation between visual attention and choices. *Applied Economic Perspectives and Policy*; 40(4), 538-562; IF 4.890; 5-yr IF 3.627.
- 45.‡ GREBITUS, C., AND J. ROOSEN (2018): Influence of non-attendance on choices with varying complexity. *European Journal of Marketing*, 52(9/10), 2151-2172; IF 6.6; 5-yr. IF 4.595.
- 44.† *SYRENGELAS, K.G., DELONG, K.L., GREBITUS, C. AND R.M. NAYGA (2018): Is the natural label misleading? Examining consumer preferences for natural beef. *Applied Economic Perspectives and Policy*, 40(3), 445-460; IF 4.890; 5-yr IF 3.627.
- 43.◊ GREBITUS C., PESCHEL A.O., AND R.S. HUGHNER (2018): Voluntary food labeling: The additive effect of “free from” labels and region of origin. *Agribusiness: An International Journal*, 34(4), 714-727; IF 2.841; 5-yr IF 1.938.
42. *PRINTEZIS, I., GREBITUS, C., AND A. PRINTEZIS (2017): Importance of perceived “naturalness” to the success of urban farming. *Choices*. Quarter 1. <http://www.choicesmagazine.org>
- 41.◊ GREBITUS, C., AND G. DAVIS (2017): Change is Good!? Analyzing the relationship between attention and Nutrition Facts Panel modifications. *Food Policy*, 73, 119-130; IF 6.08; 5-yr IF 6.110.
- 40.† *DELONG, K.L., AND C. GREBITUS (2017): Genetically modified labeling: The role of consumers' trust and personality. *Agribusiness: An International Journal*, 34(2), 266-282; IF 2.841; 5-yr IF 1.938.
- 39.† GREBITUS, C., *PRINTEZIS, I., AND A. PRINTEZIS (2017): Relationship between consumer behavior and success of urban agriculture. *Ecological Economics*, 136, 189-200; IF 6.536; 5-yr IF 6.233.
- 38.◊ LEWIS, K.E., GREBITUS, C., COLSON, G., AND W. HU (2017): German and British consumer willingness to pay for beef labeled with food safety attributes. *Journal of Agricultural Economics*, 68(2), 451-470; IF 4.163; 4-yr IF 4.489.
- 37.◊ COLSON, G., AND C. GREBITUS (2017): Relationship between children's BMI and parents'

preferences for kids' yogurts with and without front of package health signals. *Agribusiness: An International Journal*, 33(2), 151-159; IF 2.841; 5-yr IF 1.938.

- 36.† DUMORTIER, J., EVANS, K.S., GREBITUS, C., AND P.A. MARTIN (2017): The influence of trust and attitudes on the purchase frequency of organic produce. *Journal of International Food and Agribusiness Marketing*, 29(1), 46-69; IF 2.521; 4-yr IF 2.521.
- 35.† STEINER, B., PESCHEL, A.O., AND C. GREBITUS (2017): Multi-product category choices labeled for ecological footprints: Exploring psychographics and evolved psychological biases for characterizing latent consumer classes. *Ecological Economics*, 140, 251-264; IF 6.536; 5-yr IF 6.233.
- 34.‡ COLSON, G., CORRIGAN, J., GREBITUS, C. LOUREIRO, M., AND M. ROUSU (2016): Which deceptive practices, if any, should be allowed in experimental economics research? Results from surveys of applied experimental economists and students. *American Journal of Agricultural Economics*, 98(2), 610-621; IF 3.757; 5-yr IF 3.173.
- 33.‡ ROSCOE, R.D., GREBITUS, C., *O'BRIAN, J., *JOHNSON, A.C., AND I. KULA* (2016): Online information search and decision making: Effects of web search stance. *Computers in Human Behavior*, 56, 103-118; IF 6.829; 5-yr IF 8.302.
- 32.‡ *LEWIS, K.E., GREBITUS, C., AND R. NAYGA (2016): The importance of taste in experimental auctions: Consumers' valuation of calorie and sweetener labeling of soft drinks. *Agricultural Economics*, 47(1), 47-57; IF 2.585; 5-yr IF 2.563.
- 31.‡ *LEWIS, K.E., GREBITUS, C., AND R. NAYGA (2016): The impact of brand and attention on consumers' willingness to pay: Evidence from an eye tracking experiment. *Canadian Journal of Agricultural Economics*, 64(4), 753-777; IF 11.353; 4-yr IF 12.701.
- 30.‡ GREBITUS, C., AND J. DUMORTIER (2016): Effects of values and personality on demand for organic produce. *Agribusiness: An International Journal*, 32(2), 189-202; IF 2.841; 5-yr IF 1.938.
- 29.‡ *LEWIS, K.E., GREBITUS, C., AND R. NAYGA (2016): U.S. consumers' preferences for imported and genetically modified sugar: Examining policy consequentiality in a choice experiment. *Journal of Behavioral and Experimental Economics*; 65, 1-8; IF 1.831; 5-yr IF 1.757.
- 28.◇ *LEWIS, K.E., AND C. GREBITUS (2016): Why U.S. consumers support country of origin labeling: Examining the impact of ethnocentrism and food safety. *Journal of International Food and Agribusiness Marketing*, 28(3), 254-270; IF 2.521; 4-yr IF 2.521.
- 27.‡ *PESCHEL, A.O., GREBITUS, C., COLSON, G., AND W. HU (2016): Explaining the use of attribute cut-off values on decision making by means of involvement. *Journal of Behavioral and Experimental Economics*, 65, 58-66; IF 1.831; 5-yr IF 1.757.
- 26.† *PESCHEL, A.O., GREBITUS, C., STEINER, B., AND M. VEEMAN (2016): How does consumer knowledge affect environmentally sustainable choices? Evidence from a cross-country latent class analysis of food labels. *Appetite*, 106, 78-91; IF 5.016; 4-yr IF 4.576.
- 25.† GREBITUS, C., STEINER, B., AND M. VEEMAN (2016): Paying for sustainability: A cross-cultural analysis of consumers' valuations of food and non-food products labeled for carbon and water footprints. *Journal of Behavioral and Experimental Economics*, 63, 50-58; IF 1.831; 5-yr IF 1.757.
- 24.‡ ROUSU, M., COLSON, G., CORRIGAN, J., GREBITUS, C., AND M. LOUREIRO (2015): Deception in

experiments: Towards guidelines on use in applied economics research. *Agricultural Economic Perspectives and Policy*, 37(3), 524-536; IF 4.890; 5-yr IF 3.627.

- 23.† GREBITUS, C., STEINER, B., AND M. VEEMAN (2015): The roles of human values and generalized trust on stated preferences when food is labeled with environmental footprints: Insights from Germany. *Food Policy*, Special Issue - Consumers and Trust: Empirical investigations on the outcomes of consumer trust in food, 52, 84–91; IF 6.08; 5-yr IF 6.110.
- 22.‡ GREBITUS, C., ROOSEN, J., AND C. SEITZ* (2015): Visual attention and choice: A behavioral economics perspective on food decisions. *Journal of Agricultural & Food Industrial Organization*, Special Issue - The Behavioral and Neuroeconomics of Food and Brand Decisions, 13(1), 73-82; IF 0.360; 5-yr IF 0.394.
- 21.◇ GREBITUS, C., HARTMANN, M., AND N. REYNOLDS (2015): Global obesity study on drivers for weight reduction strategies. *Obesity Facts. The European Journal of Obesity*, 8, 77-86; IF 3.942; 5-yr IF 4.889.
- 20.◇ GREBITUS, C., JENSEN, H.H., ROOSEN, J., AND J. SEBRANEK (2015): Does the packaging make the product? Identifying consumers' preference for "natural" in packaging. *AgBioForum – Festschrift for Wallace Huffman*, 18(3), 337-344; IF 1.0; 5-yr IF 0.977.
- 19.† QUI, Y., COLSON, G., AND C. GREBITUS (2014): Risk preferences and purchase of energy-efficient technologies in the residential sector. *Ecological Economics*, 107, 216–229; IF 6.536; 5-yr IF 6.233.
- 18.‡ GREBITUS, C., LUSK, J., AND R. NAYGA (2013): Explaining differences in real and hypothetical experimental auctions and choice experiments with personality. *Journal of Economic Psychology*, 36, 11–26; IF 3.0; 4-yr IF 2.682.
- 17.† GREBITUS, C., JENSEN, H.H., AND J. ROOSEN (2013): US and German consumer preferences for ground beef packaged under a modified atmosphere – Different regulations, different behavior? *Food Policy*, 40, 109–118; IF 6.08; 5-yr IF 6.110.
- 16.† GREBITUS, C., STEINER, B., AND M. VEEMAN (2013): Personal values and decision making: Evidence from environmental footprint labeling in Canada. *American Journal of Agricultural Economics - Proceedings*, 95(2), 397-403; IF 3.757; 5-yr IF 3.173.
- 15.† GREBITUS, C., LUSK, J., AND R. NAYGA (2013): Effect of distance of transportation on willingness to pay for food. *Ecological Economics*, 88, 67–75; IF 6.536; 5-yr IF 6.233.
- 14.† GREBITUS, C., JENSEN, H.H., ROOSEN, J., AND J.G. SEBRANEK (2013): Fresh meat packaging: Consumer acceptance of modified atmosphere packaging including carbon monoxide. *Journal of Food Protection*, 76(1), 99-107; IF 2.745; 4-yr IF 2.576.
- 13.◇ MUELLER LOOSE, S., *PESCHEL, A.O. AND C. GREBITUS (2013): Quantifying effects of convenience and product packaging on consumer preferences and market share of seafood products: The case of oysters. *Food Quality and Preference*, 28(2), 492-504; IF 5.565; 4-yr IF 6.386.
- 12.◇ *LANGEN, N., GREBITUS, C., AND M. HARTMANN (2013): Success factors of cause-related marketing in Germany. *Agribusiness: An International Journal*, 29(2), 207-227; IF 2.841; 5-yr IF 1.938.
- 11.‡ GREBITUS, C., COLSON, G., AND L. MENAPACE (2012): A comparison of hypothetical survey rankings with consumer shopping behavior and product knowledge. *Journal of Agricultural and Applied Economics*, 44(1), 35-47; IF N/A; 5-yr IF N/A.

- 10.◊ MENAPACE, L., COLSON, G., GREBITUS, C., AND M. FACENDOLA (2011): Consumers' preferences for geographical origin labels: Evidence from the Canadian olive oil market. *European Review of Agricultural Economics*, 38(2), 193-212; IF 4.448; 4-yr IF 4.287.
- 9.◊ GREBITUS, C., MENAPACE, L., AND M. BRUHN (2011): Consumers' use of seals of approval and origin information: Evidence from the German pork market. *Agribusiness: An International Journal*, 27(4), 478-492; IF 2.841; 5-yr IF 1.938.
- 8.‡ GREBITUS, C., AND M. BRUHN (2011): A way to more effective marketing strategies: Analyzing dimensionality of cognitive structures quantitatively. *SAGE Open*, Aug. 2011, 1-11; IF 2.032; 5-yr IF 2.100.
- 7.◊ HERZFELD, T., DRESCHER, L., AND C. GREBITUS (2011): Cross-national adoption of private food quality standards. *Food Policy*, 36(3), 401-411; IF 6.08; 5-yr IF 6.110.
- 6.† GREBITUS, C., YUE, C., BRUHN, M., AND H.H. JENSEN (2011): Perceived quality in organic and conventional pork markets in Germany. *Acta Agriculturae Scandinavica, Section C — Food Economics*, 8(4), 187-199; IF 0.7; 5-yr IF 0.463.
- 5.◊ YUE, C., GREBITUS, C., BRUHN, M., AND H.H. JENSEN (2010): Marketing organic and conventional potatoes in Germany. *Journal of International Food and Agribusiness Marketing*, 22(1 & 2), 164-178; IF 2.521; 4-yr IF 2.521.
- 4.◊ *LANGEN, N., GREBITUS, C., AND M. HARTMANN (2010): Is there need for more transparency and efficiency in cause-related marketing? *International Journal on Food System Dynamics*, 4, 366-381; IF 2.0; 5-yr IF 1.53.
- 3.◊ DRESCHER, L., GREBITUS, C., AND T. HERZFELD (2009): Spread of retailer food quality standards: A transition countries perspective. *Outlook on Agriculture*, 38(1), 15-21; IF 3.309; 5-yr IF 2.668.
- 2.‡ GREBITUS, C., AND M. BRUHN (2008): Analyzing semantic networks of pork quality by means of concept mapping. *Food Quality and Preference*, 19(1), 86-96; IF 5.565; 4-yr IF 6.386.
- 1.◊ BRUHN, M., AND C. GREBITUS (2007): Analyse des verbraucherorientierten Qualitätsurteils mittels assoziativer Verfahren am Beispiel von Schweinefleisch und Kartoffeln. *German Journal of Agricultural Economics*, 56(7), 305-314; IF 0.618; 5-yr IF 0.641.

B. Books and Chapters in Books

* Indicates student co-authors.

7. GREBITUS, C., MENAPACE, L., AND M. BRUHN (2009): What determines the use of brands and seals of approval as extrinsic quality cues in consumers' pork purchase decision? In: BERG, E., HARTMANN, M., HECKELEI, T., HOLM-MÜLLER, K., AND G. SCHIEFER: *Risiken in der Agrar- und Ernährungswirtschaft und ihre Bewältigung*. Schriften der Gewisola e.V., 44, 171-182.
6. *LANGEN, N., GREBITUS, C., AND M. HARTMANN (2009): Fair Trade and Donations: two possibilities to contribute to poverty alleviation in daily purchase decisions – Do consumers care? In: KLEIN, A., V. THORESEN (eds.): *Making a Difference: Putting Consumer Citizenship into Action, Consumer Citizenship: Promoting New Responses*, 5, 60-73.
5. GREBITUS, C. (2008): *Food quality from the consumer's perspective: An empirical analysis of perceived pork quality*. Doctoral Thesis. Cuvillier Verlag, Göttingen, Germany.

4. BRUHN, M., AND C. GREBITUS (2007): Food quality from a consumer's perspective. In: THEUVSEN, L., SPILLER, A., PEUPERT, M., AND G. JAHN (eds.): *Quality management in food chains*. Wageningen Academic Publishers, Wageningen, The Netherlands, 243-254.
3. BRUHN, M., AND C. GREBITUS (2006): Wahrnehmung und Nutzung von Qualitätsindikatoren bei Schweinefleisch. In: *Schriftenreihe der Agrar- und Ernährungswissenschaftlichen Fakultät der Universität Kiel*, 108, 145-151.
2. GREBITUS, C., AND M. BRUHN (2005): Food quality from a consumer's point of view: Applying network analysis. In: BLOGOWSKI, A., LAGRANGE, L., AND E. VALCESCHINI (eds.): *In the name of quality -What kind of quality, for which kind of demand(s)? Actes du Colloque SFER*, 67-76.
1. BRUHN, M., GREBITUS, C., AND A. HUEMMELINK (2005): Die Bedeutung kognitiver Strukturen im Rahmen des Qualitätsurteils der Verbraucher – am Beispiel von Schweinefleisch. In: HAGEDORN, K., NAGEL, U.J., AND M. ODENING (eds.): *Umwelt- und Produktqualität im Agrarbereich*. Schriften der Gewisola e.V., 40, 91-100.

C. Outreach Publications

* Indicates student co-authors.

32. GREBITUS, C. AND K. FULLER (2023): Increasing demand and willingness-to-pay for Arizona-Grown pecans. <https://fab-lab.wpcarey.asu.edu/research/increasing-demand-and-willingness-to-pay-for-arizona-grown-pecans>
31. *PAUDEL, B., KOLADY, D., GREBITUS, C., AND M. ISHAQ* (2023): Are consumers willing to pay more for pork produced with reduced levels of antibiotics? *Arizona Food Industry Journal*, March/April 2023, p.12-13, <https://afmaaz.org/magazine/>.
30. *GAO, S., DELONG, K., GREBITUS, C., AND A. MUHAMMAD (2022): How will the new Mexican beef grading system affect U.S. beef exports to Mexico? *Arizona Food Industry Journal*, September 2022, p. 14, <https://afmaaz.org/magazine/>.
29. GREBITUS, C., AND R.S. HUGHNER (2021): Consumer demand and preferences for Medjool dates grown in Arizona. *Arizona Food Industry Journal*, June 2021, p. 7, <https://online.pubhtml5.com/pozn/vrsv/#p=6>.
28. GREBITUS, C., K. FULLER*, R.S. HUGHNER, E.J. Van Loo, and A. Rondoni* (2021): Perception of Arizona-Grown Medjool dates. Technical Report.
27. *PRINTEZIS, I., GREBITUS, C., AND A. PRINTEZIS (2017): Importance of perceived “naturalness” to the success of urban farming. *Choices*. Quarter 1. <http://www.choicesmagazine.org>
26. GREBITUS, C., KOLODINSKY, J., AND D. THILMANY MCFADDEN (2017): Theme Overview: Transformations in the food system, nutritional and economic impacts. *Choices*. Quarter 1.
25. *SYRENGELAS, K.G., LEWIS, K.E., GREBITUS, C., AND R.M. NAYGA (2017): Consumer preferences for natural beef. *AgEcon Search*, <http://purl.umn.edu/251926>.
24. GREBITUS, C., AND R.S. HUGHNER (2016): Target-Marketing for Arizona-Grown Medjool date consumer segments. Technical Report.
23. GREBITUS, C., *PESCHEL, A.O., AND R.S. HUGHNER (2016): Drivers of demand for specialty crops: The example of Arizona-Grown Medjool dates. *AgEcon Search*, <http://purl.umn.edu/235545>.

22. *FANG, D., RICHARDS, T.J., AND C. GREBITUS (2016): Modeling product choices in a peer network. *AgEcon Search*, <http://purl.umn.edu/235546>.
21. *PASIRAYI, S., AND C. GREBITUS (2016): The consumer paradox: Why bottom-tier consumers are loyal to brand names. *AgEcon Search*, <http://purl.umn.edu/236070>.
20. *PESCHEL, A.O., GREBITUS, C., COLSON, G., AND W. HU (2015): Meeting European consumers' demand for imported beef. *AgEcon Search*, <http://purl.umn.edu/202728>.
19. *XIE, Y., GREBITUS, C., AND G. DAVIS (2015): Can the new label make a difference? Comparing consumer attention for the current versus proposed Nutrition Facts Panel. *AgEcon Search*, <http://purl.umn.edu/205683>.
18. LIM, K.H., GREBITUS, C., HU, W., AND R. NAYGA (2015): More than meets the eye: Consumer willingness to pay for Marine Stewardship Council's certified seafood. *AgEcon Search*, <http://purl.umn.edu/205634>.
17. *PESCHEL, A., GREBITUS, C., STEINER, B., AND M. VEEMAN (2015): A behavioral approach to understanding green consumerism using latent class choice analysis. *AgEcon Search*, <http://purl.umn.edu/202727>.
16. LEWIS, K.E., GREBITUS, C., COLSON, G., AND W. HU (2015): Examining how German and British consumers' food safety concerns moderate their country of origin preferences for beef. *AgEcon Search*, <http://purl.umn.edu/205301>.
15. LIM, K.H., GREBITUS, C., HU, W., AND R. NAYGA (2015): Can the Ten Commandments mitigate hypothetical bias? *AgEcon Search*, <http://purl.umn.edu/205648>.
14. GREBITUS, C., AND C. SEITZ* (2014): Relationship between attention and choice. *AgEcon Search*, <http://purl.umn.edu/182669>
13. *LEWIS, K.E., GREBITUS, C., AND R. NAYGA (2014): Consumers' valuation of soft drinks labeled with calorie and sweetener information: The impact of taste. *AgEcon Search*, <http://purl.umn.edu/18273>.
12. MEAS, T., HU, W., GREBITUS, C., AND G. COLSON (2014): The effects of country of origin image and patriotism on British consumers' preference for domestic and imported beef. *AgEcon Search*, <http://purl.umn.edu/170628>.
11. GREBITUS, C., AND J. DUMORTIER (2013): How much of the error term is explained by psychometric variables? The example of organic produce demand. *AgEcon Search*, <http://purl.umn.edu/150193>.
10. *LEWIS, K.E., AND C. GREBITUS (2013): Consumers' preferences for country of origin labelling: A closer look at consumer ethnocentrism and patriotism. *AgEcon Search*, <http://purl.umn.edu/150162>.
9. GREBITUS, C. (2013): Paying a premium for shelf life. *Asia Pacific Food Industry*, April/May, p. 52-54. <http://flipbook.digiflip.com/APFI2013/AprMay/flipviewerxpress.html>.
8. COLSON, G., AND C. GREBITUS (2011): Parents' preferences for health labels on foods for children. *AgEcon Search*, <http://purl.umn.edu/114284>.
7. GREBITUS, C. (2011): Konsum- und Kaufverhalten bei Kartoffeln. Welchen Einfluss hat das Qualitätsurteil des Verbrauchers? *Kartoffelbau*, 62(3), 47-49.

6. GREBITUS, C., HARTMANN, M., AND N. REYNOLDS (2011): Effect of gender, nationality and attitudes on weight reduction strategies. *AgEcon Search*, <http://purl.umn.edu/114598>.
5. GREBITUS, C., COLSON, G., AND L. MENAPACE (2011): Analyzing pork purchases at the point of sale – The role of consumer involvement. *AgEcon Search*, <http://purl.umn.edu/103401>.
4. *MASCHKOWSKI, G., HARTMANN, M., AND C. GREBITUS, (2010): Analyzing parental influence on fruit and vegetable consumption. *AgEcon Search*, <http://purl.umn.edu/116413>.
3. GREBITUS, C., COLSON, G., MENAPACE, L., AND M. BRUHN (2010): Who cares about food origin? A comparison of hypothetical survey responses and actual shopping behavior. *AgEcon Search*, <http://purl.umn.edu/61344>.
2. GREBITUS, C., YUE, C., BRUHN, M., AND H.H. JENSEN (2007): Milk-Marketing: Impact of perceived quality on consumption patterns. In: CANAVARI, M., REGAZZI, D., AND R. SPADONI (eds.): *International marketing and international trade of quality food products*. Proceedings CD-ROM of the 105th European Association of Agriculture Economists Seminar, Bologna. Avenue Media, Bologna, Italy, 215-232.
1. GREBITUS, C., AND M. BRUHN (2006): Consumers' demand for pork quality: Applying semantic network analysis. CARD Working Paper 06-WP 423, <http://purl.umn.edu/18402>.

D. Invited Presentations

56. Effective ways to give and receive critical feedback. Participant in CWAE Professional Development Panel: Peer Review and Evaluation. 4/9/2024, Committee on Women in Agricultural Economics (CWAE) Seminar Series, virtual.
55. Stress, meditation, and snack choices: A randomized controlled trial. 2/16/2024, Texas A&M University, College Station, TX.
54. Stress, meditation, and snack choices: A randomized controlled trial. 2/12/2024, Virginia Tech University, virtual.
53. Imperfect produce: Is it a food loss strategy? Participant in Food Safety Tech X-Change. 10/20/2023, The Global Produce and Floral Show, Anaheim, CA.
52. Simple tools for releasing stress and improving well-being: Chair yoga and meditation. 10/11/2023, ASU Professional Development Conference, virtual.
51. Increasing demand and willingness-to-pay for Arizona-grown pecans. 08/25/2023, Annual Arizona Pecan Growers Association, Tucson, AZ.
50. Introducing AAEA resources. 07/22/2023, Pre-Conference Workshop: Conferencing Like a Pro: Strategies for a Successful Conference Experience; Agricultural & Applied Economics Association Conference, Washington, DC.
49. Strengthening U.S. beef export markets: An analysis of consumer willingness to pay and import demand. 07/22/2023, Pre-Conference Workshop: USDA-NIFA AFRI Project Directors Meeting, Agricultural Economics and Rural Communities Programs; Agricultural & Applied Economics Association Conference, Washington, DC.
48. Attention and choice: How complexity affects consumer decision making. 06/21/2023, Munich University, Freising, Germany.
47. Morning mindfulness with Dr. Carola Grebitus. 4/20/2023, virtual, Tri-University Research Administrator Conference, AZ.

46. Diversity and inclusion in agricultural and applied economics. 4/18/2023, First Annual Summit on Scholarly Research with Applications to Diversity, Equity & Inclusion (DEI), W. P. Carey School of Business, Arizona State University, Tempe, AZ.
45. Fusing service, teaching and research: An ongoing scholarly journey. 3/29/2023, Teaching and Learning Workshop, W. P. Carey School of Business, Arizona State University, Tempe, AZ.
44. Making a habit of self-care is just as important as caring for others: Overflowing heart yoga Nidra. 2/13/2023, virtual, Graduate Women's Leadership Association, W. P. Carey School of Business, Arizona State University, AZ.
43. Empowering Sun Devils: Fostering health and well-being. 12/2/2022, virtual, W. P. Carey Town Hall, Arizona State University, AZ.
42. Overview on sustainable food consumption. 5/5/2022, virtual, The Sustainability Consortium (TSC) Summit 2022: Generation Z and Green Consumption.
41. I want to incorporate eye tracking in my experiment! Now what? 2/17/2022, virtual, The Ohio State University, OH.
40. City Food Growing: Who grows produce at home and in community gardens? 11/10/2021, virtual, Emeritus College, Arizona State University, AZ.
39. Explaining bias in auctions and choice experiments via personality. 11/09/2021, virtual, Michigan State University, MI.
38. Effect of complexity on attention, decision strategies and choice – An eye-tracking experiment. 9/24/2021, virtual, Mississippi State University, MS.
37. More Products -- More to See? How complexity affects consumer decision making. 4/14/2021, virtual, ETH Zurich, Zurich, Switzerland.
36. Consumer decision making: The effect of attribute cut-offs on attention. 4/5/2021, virtual, University of Auburn, AL.
35. Discussion of the chapter "The economics of health and nutrition related food policies: The effects on public health and malnutrition". 3/4/2021, virtual, What Matters In Agricultural Economics? Setting The Agenda for the Handbook of Agricultural Economics, Vol. 6. Part 2, Cornell University, Ithaca, NY.
34. Explaining bias in auctions and choice experiments via personality. 10/15/2020, virtual, Michigan State University, MI.
33. Explaining bias in auctions and choice experiments via personality. 4/13/2021, virtual, The Ohio State University, OH.
32. How Millennials perceive urban agriculture. 12/2/2019, 5th Annual AZ Agribusiness Roundtable – Let's Talk Solutions, Tempe, AZ.
31. Insight on students' food choices in college lunchrooms. 10/11/2019, virtual, 2019 Smarter Lunchroom Symposium, Cornell University, NY.
30. Consumer perceptions & labeling preferences. Results from a comprehensive study of packaged dates. With R. Hughner, 4/24/2019, Produce for Better Health Conference, Scottsdale, AZ.
29. The view from the table: Consumer perspectives, Panel Discussion. 02/27/2019, Bayer AgVocacy Forum, Orlando, FL.
28. Perception of Arizona-grown Medjool dates. 02/23/2019, Southwest Agricultural Summit, Yuma, AZ.

27. How to reach your target consumer using market research? 02/23/2019, Southwest Agricultural Summit, Yuma, AZ.
26. Using eye tracking to investigate the effect of decision strategies on choice-making. 09/07/2018, University of Alaska Anchorage, Anchorage, AK.
25. Can community gardens improve dietary patterns? 06/13/2018, Munich University, Freising, Germany.
24. Identifying local food marketing strategies: How to reach your target consumer using market research? 05/09/2018, Arizona Food and Farm Forum, Gilbert, AZ.
23. Urban heat islands & community gardens: The role of the consumer. 07/05/2017, Bonn University, Bonn, Germany.
22. A conceptual model to measure participation in community gardens. 06/19/2017, Munich University, Freising, Germany.
21. Using eye tracking to inform on the effect of decision strategies on choice modeling. 03/16/2017, Michigan State University, East Lansing, MI.
20. Consumer demand, preferences and willingness to pay for Medjool dates. 02/23/2017, Southwest Agricultural Summit, Yuma, AZ.
19. Relationship between consumer behavior and success of urban farming. 06/03/2016, Bonn University, Bonn, Germany.
18. Linking consumer behavior to success of urban farming. 05/31/2016, Munich University, Freising, Germany.
17. Making sustainable (food) choices. 10/20/2015, The Biscuit & Cracker Manufacturers' Association 112th Annual Convention, Phoenix, AZ.
16. Making sustainable (food) choices. 10/14/2013, St. Lawrence University Speaker Series, Canton, NY.
15. Solutions to increase consumer interest and valuation for sustainable products in markets. Barriers between consumers and sustainable products. 09/12/2013, Henkel Inc., Scottsdale, AZ.
14. Solutions to increase consumer interest and valuation for sustainable products in markets. Barriers between consumers and sustainable products. 07/02/2013, Henkel Inc., Dusseldorf, GER.
13. The application of concept mapping for measuring consumer perception. 06/27/2013, Weihenstephan Socioeconomic Colloquium, University of Munich, Munich, Germany.
12. Explaining procedural invariance and hypothetical bias by means of personality. 06/18/2013, University of Kiel Agri-Food Economic Colloquium, Kiel, Germany.
11. Key Note: The power of human values in predicting choices: Carbon footprint labeling examples. 05/24-05/25/2012, CMD Workshop 2012, Edmonton, Canada.
10. Explaining bias in auctions and experiments by means of participants' personality. 03/12/2012, ACE Departmental Seminar, University of Illinois, Urbana-Champaign, IL.
9. Explaining consumer preferences regarding eco labeling by means of environmental attitudes. 03/21/2012, Colloquia on sustainability and the environment, sponsored by the Center for Earth and Environmental Science, Indiana University–Purdue University Indianapolis, IN.
8. Explaining systematic errors in auctions and experiments. 03/05/2012, Spring 2012 Agricultural Economics Brown Bag Seminars, University of Kentucky, Lexington, KY.

7. The value of local food – A matter of personality. 08/15-08/16/2011, Consumer and Market Demand Network workshop, Guelph, Canada.
6. Influence of personality and risk perception on behavior in experimental auctions and choice experiments. 03/25/2011, Seminar Series Oklahoma State University, Stillwater, OK.
5. Einfluß des verbraucherorientierten Qualitätsurteils auf das Konsumverhalten bei Kartoffeln. 02/08/2011, German Potato Association, 10. UNIKA-Membership meeting, Berlin, Germany.
4. Consumer perception and willingness to pay for food safety: The case of modified atmosphere packaging. 02/16/2009, Technische Universität München Workshop, Freising, Germany.
3. Concept mapping in consumer behavior research. 04/20/2006, CARD-Workshop, Iowa State University, Ames, IA.
2. Wahrnehmung von Qualität und Trends im Nachfrageverhalten. 04/08/2005, Frühjahrstagung Farm Association North-Western Germany, Bremen, Germany.
1. Der Verbraucher das unbekannte Wesen – Chancen für Direktvermarkter. 10/27/2003, Direktvermarktertag Agriculture Chamber of the State Schleswig-Holstein, Rendsburg, Germany.

E. International Presentations

*Indicates students, only talks that were presented by Grebitus are listed.

38. GREBITUS, C., AND W. HU (2021): Replication and open science: What do agricultural economists think about pre-analysis plans? *EAAE Seminar: Replication and open science: Where does the agricultural economics profession stand?*, 09/27, virtual, Germany.
37. GREBITUS, C., AND W. HU (2021): Pre-registration plans as a remedy. *GEWISOLA Pre-Conference-Workshop: The debate on p-values and statistical inference – what are the consequences for our community?* 09/22, virtual, Germany.
36. GREBITUS, C., AND W. HU (2021): Attitudes and practice of agricultural economists towards pre-analysis plans. *International Conference of Agricultural Economists*, 08/17-08/31, virtual, Global.
35. GREBITUS, C., AND J. ROOSEN (2021): It's complex -- How does offering more products affect consumer decision making? *Economic Science Association Global Online Around-the-Clock Conference*, 07/07-07/09, virtual, Global.
34. GREBITUS, C., ALEMU, M.H., AND E.J. VAN LOO (2021): The influence of violating attribute cut-offs on utility for Medjool dates from Arizona. *Economic Science Association Global Online Around-the-Clock Conference*, 07/07-07/09, virtual, Global.
33. GREBITUS, C., AND J. ROOSEN (2021): Analyzing the effect of complexity on consumer decision strategies. *International Association for Research in Economic Psychology (IAREP) & Society for the Advancement of Behavioral Economics (SABE) Joint Conference*, 06/10-06/13, virtual, Global.
32. GREBITUS, C., ALEMU, M.H., AND E.J. VAN LOO (2021): Modelling attribute cut-offs in discrete choice experiments using eye tracking. *International Association for Research in Economic Psychology (IAREP) & Society for the Advancement of Behavioral Economics (SABE) Joint Conference*, 06/10-06/13, virtual, Global.
31. GREBITUS, C., AND J. ROOSEN (2021): Now you see me – Now you don't: How complexity affects

attention and non-attention in choice. *European Group of Process Tracing Studies Annual Meeting*, 05/18-05/19 & 06/01-06/02, virtual, Tilburg, The Netherlands.

30. GREBITUS, C. (2018): Discussion of "Curse or Blessing: The role of GI in stabilizing farm income and trade and easing consumer's choice". *International Conference of Agricultural Economists*, 07/29-08/02/2018, Vancouver, Canada.
29. ROOSEN, J., AND C. GREBITUS (2016): Investigating the influence of visual attention in predicting choice. Joint conference-- *Society for the Advancement of Behavioral Economics & International Association for Research in Economic Psychology*, 07/08-07/10, Wageningen, The Netherlands.
28. GREBITUS, C., AND C. SEITZ* (2014): Relationship between attention and choice. *European Association of Agricultural Economists Congress*, 08/26-08/29, Ljubljana, Slovenia.
27. *WANG, D., SCHROETER, C., AND C. GREBITUS (2014): Calorie labeling in school lunchrooms and students' food choices: The role of social networks. *Agricultural & Applied Economics Association / European Association of Agricultural Economists / Canadian Agricultural Economics Society Symposium*, 05/28-05/30, Montreal, Canada.
26. GREBITUS, C., ROOSEN, J., AND C. SEITZ* (2014): Does use of social media affect food choice in the light of food safety issues? Poster, *Agricultural & Applied Economics Association / European Association of Agricultural Economists / Canadian Agricultural Economics Society Symposium*, 05/28-05/30, Montreal, Canada.
25. CASH, S., DRESCHER, L., GREBITUS, C., HARTMANN, M., AND J. ROOSEN (2013): Nutritional information as a policy intervention. 04/30-05/04, *Canadian Obesity Summit*, Vancouver, Canada.
24. GREBITUS, C. (2012): Food choice and inner psychological processes. *International Conference of Agricultural Economists*, 08/18-08/24, Foz do Iguacu, Brazil.
23. GREBITUS, C., STEINER, B., AND M. VEEMAN (2012): Different levels of general and institutional trust and the desire for carbon labelling. *International Conference of Agricultural Economists*, 08/18-08/24, Foz do Iguacu, Brazil.
22. GREBITUS, C., STEINER, B., AND M. VEEMAN (2012): Consumer attitudes towards eco labeling – the case of meat products. *International Congress of Meat Science and Technology (iCoMST)*, 08/12-08/17, Montreal, Canada.
21. GREBITUS, C., STEINER, B., AND M. VEEMAN (2011): Do Canadian consumers with different types of general and institutional trust have different desires for environmental labeling? *European Association of Agricultural Economists Congress*, 08/30-09/02, Zurich, Switzerland.
20. GREBITUS, C., REYNOLDS, N., AND M. HARTMANN (2011): Effect of gender, nationality and attitudes on weight reduction strategies. Poster, *European Association of Agricultural Economists Congress*, 08/30-09/02, Zurich, Switzerland.
19. GREBITUS, C., *MASCHKOWSKI, G., AND M. HARTMAN (2011): Fruit and vegetable consumption of children: Testing measurement options. *International Health Economics Association Meetings*, 07/10-07/13, Toronto, Canada.
18. GREBITUS, C., JENSEN, H.H., AND J. ROOSEN (2010): US and German consumer preferences for ground beef packaged under a modified atmosphere. *First Joint European Association of Agricultural Economists / Agricultural & Applied Economics Association Symposium*, 09/15-09/17, Freising, Germany.
17. GREBITUS, C., JENSEN, H.H., SEBRANEK, J.G., ROOSEN, J., AND S. ANDERS (2009): Consumer preferences for ground beef packaged under a modified atmosphere. Poster, *International*

Conference of Agricultural Economists, 08/16-08/22/2009, Beijing, China.

16. GREBITUS, C., ANDERS, S., JENSEN, H.H., ROOSEN, J., AND J.G. SEBRANEK (2009): Experimental determination of Canadian consumers' willingness-to-pay for meat packaging. *International Choice Modelling Conference, 03/30-04/01, Harrogate, UK.*
15. YUE, C., GREBITUS, C., BRUHN, M., AND H.H. JENSEN (2008): Vermarktung von Kartoffeln: Einflussfaktoren auf das Konsumverhalten bezüglich Kartoffeln aus konventionellem und ökologischen Anbau. Poster, *German Agricultural Economics Association (GEWISOLA) conference, 09/24-09/26, Bonn, Germany.*
14. YUE, C., GREBITUS, C., BRUHN, M., AND H.H. JENSEN (2008): Potato Marketing – Factors affecting organic and conventional potato consumption patterns. *European Association of Agricultural Economists Congress, 08/26-08/29, Ghent, Belgium.*
13. GREBITUS, C., MENAPACE, L., AND M. BRUHN (2008): What determines the use of brands and seals of approval as extrinsic quality cues in consumers' pork purchase decision? *GEWISOLA conference, 09/24-09/26, Bonn, Germany.*
12. GREBITUS, C., JENSEN, H.H., SEBRANEK, J.G., ANDERS, S., AND J. ROOSEN (2008): Applying non-hypothetical choice experiments to uncover consumers' purchase decisions for ground beef with different packaging technologies. *Workshop on Valuation Methods in Agro-food and Environmental Economics, 07/03-07/04, Barcelona, Spain.*
11. GREBITUS, C., YUE, C., BRUHN, M., AND H.H. JENSEN (2007): Milk-Marketing: Impact of perceived quality on consumption patterns – An ordered logit model. *105th European Association of Agricultural Economists Seminar, 03/07-03/10, Bologna, Italy.*
10. GREBITUS, C., AND M. BRUHN (2006): What comes into your mind if you think of food quality? Concept mapping in consumer behavior research. *International Sunbelt Social Network Conference, 04/24-04/30, Vancouver, Canada.*
9. GREBITUS, C., AND M. BRUHN (2005): Food quality from a consumer's point of view: Applying network analysis. *International conference of the Société Française d'Economie Rurale, 10/05-10/06, Clermont-Ferrand, France.*
8. GREBITUS, C., AND M. BRUHN (2005): Consumer's decision-making concerning food quality. *European PhD-Day of the European Association of Agricultural Economists, 09/21-09/23, Wageningen, The Netherlands.*
7. BRUHN, M. AND C. GREBITUS (2005): Food quality from a consumer's perspective. *European Association of Agricultural Economists Seminar, 03/02-03/04, Göttingen, Germany.*
6. BRUHN, M., AND C. GREBITUS (2005): Untersuchung von Kaufentscheidungen mittels Netzwerkanalyse. *Hochschultagung CAU Kiel, 02/11, Kiel, Germany.*
5. GREBITUS, C. (2004): Anwendung der Netzwerkanalyse zur Untersuchung von Kaufentscheidungen. *"net's work" congress, 11/12-11/13, Bad Salzuflen, Germany.*
4. BRUHN, M., GREBITUS, C., AND A. HUERMELINK (2004): Die Bedeutung kognitiver Strukturen im Rahmen des Qualitätsurteils der Verbraucher – am Beispiel von Schweinefleisch. *GEWISOLA conference, 09/27-09/29, Berlin, Germany.*
3. GREBITUS, C. (2004): Analyse kognitiver Strukturen mittels Concept Mapping bezüglich des Qualitätsurteils der Verbraucher am Beispiel von Schweinefleisch. *Quality & Safety-Workshop, 06/23, Kiel, Germany.*
2. GREBITUS, C., BRUHN, M., HUERMELINK, A., AND J. WARNCKE (2004): Perceived food quality in

Germany. Empirical results 1994-2004. Poster, *Food 21 Symposium – Towards Sustainable Production and Consumption*, 04/26-04/28, Uppsala, Sweden.

1. GREBITUS, C. (2003): Der Verbraucher das unbekannte Wesen – Chancen für Direktvermarkter. *Direktvermarktertag der Landwirtschaftskammer Schleswig-Holstein*, 10/27, Rendsburg, Germany.

F. National Presentations

*Indicates students, only talks that were presented by Grebitus are listed.

49. GREBITUS, C., MARTENS, D., DRESCHER, L., *CETIK, N. AND R.S. HUGHNER (2023): The effect of cortisol on healthy food choice: An experimental study. *Agricultural & Applied Economics Association Conference*, 07/23-07/25, Washington, DC.
48. GREBITUS, C. (2022): Preventing and alleviating stress in the workplace with breathing, meditation and gentle movement. *ASU Professional Development Conference*, 10/26, Virtually.
47. GREBITUS, C. AND J. ROOSEN (2022): Differences in eye tracking measures when identifying heuristics in decision making. *SABE 2022, Society for the Advancement of Behavioral Economics*, 08/08-08/11, Lake Tahoe, CA.
46. GREBITUS, C. (2022): Digital technology innovation in food and agriculture – Food traceability and beyond. Organized Symposium, panelist. *Agricultural & Applied Economics Association Conference*, 07/31-08/02, Anaheim, CA.
45. GREBITUS, C., YONEZAWA, K., DELONG, K.L., AND S. GAO (2022): Consumer preferences for country-of-origin labeling on beef: Insights from Japan. *Agricultural & Applied Economics Association Conference*, 07/31-08/02, Anaheim, CA.
44. GREBITUS, C., AND J. ROOSEN (2022): How well do different eye tracking measures perform in identifying heuristics in information uptake and decision making? *Agricultural & Applied Economics Association Conference*, 07/31-08/02, Anaheim, CA.
43. GREBITUS, C. (2022): Preventing and alleviating burnout with breathing, meditation and gentle movement. *Yavapai College's Staff Professional Development & Training Day*, 06/21, Virtually.
42. GREBITUS, C. (2022): Building interdisciplinary teams and brainstorming ideas. Panelist. *Building Interdisciplinary Collaborations to Transform Food and Agriculture into Circular Systems: A Mid-Career Mentoring Workshop*, 6/6-6/8, Kansas City, MO.
41. GREBITUS, C. (2022): Reducing stress and improving mobility with Chair Yoga. *Arizona Women in Higher Education Annual Conference 2022*, 4/8, Virtually.
40. JOSEPHSON, A., AND C. GREBITUS (2022): Case study on ethics in applied economics. *First Arizona Workshop on Ethics in Applied Economics*, 3/25, Tucson, AZ.
39. GREBITUS, C. (2022): Introduction to ethics in applied economics. *First Arizona Workshop on Ethics in Applied Economics*, 3/25, Tucson, AZ.
38. GREBITUS, C., AND R.S. HUGHNER (2021): Perception of Arizona-grown Medjool dates. *Morrison School of Agribusiness Seminar Series*, 10/15, Mesa, AZ.
37. GREBITUS, C., ALEMU, M., AND E. VAN LOO (2021): Investigating the use of heuristics during decision-making applying Latent Class Analysis to eye-tracking data. *Agricultural & Applied Economics Association Conference*, 08/01-08/03, Austin, TX.

36. GREBITUS, C. (2021): Introducing Dr. Helen H. Jensen's contributions on food safety and nutrition research. *Agricultural & Applied Economics Association Conference*, 08/01-08/03, Austin, TX.
35. GREBITUS, C. (2021): Sustainable food systems in urban landscapes. *NSF-sponsored Convergence Accelerator Workshop*, 05/19, Virtually.
34. GREBITUS, C., AND E. VAN LOO (2020): Effect of the dual system on individual willingness to pay: The example of Arizona-grown Medjool dates. *Agricultural & Applied Economics Association Conference*, 08/31, Virtually.
33. GREBITUS, C. (2019): Using the motivation-ability-opportunity model to explain community gardening participation and related food security. *Agricultural & Applied Economics Association Conference*, 07/21-07/23, Atlanta, GA.
32. GREBITUS, C., AND E. VAN LOO (2019): The effect of attribute cut-off values on decision making: An eye-tracking experiment. *Agricultural & Applied Economics Association Conference*, 07/21-07/23, Atlanta, GA.
31. GREBITUS, C. (2018): Determinants of community garden participation. *Agricultural & Applied Economics Association Conference*, 08/05-08/07, Washington, DC.
30. DRESCHER, L., AND C. GREBITUS (2018): Using a 16-Item food intake questionnaire to evaluate dietary quality in major U.S. cities. *Agricultural & Applied Economics Association Conference*, 08/05-08/07, Washington, DC.
29. *PRINTEZIS, I., AND C. GREBITUS (2018): Measuring willingness to pay for local food sold at different points of sale--Differences between Gen Y and the general population. *Agricultural & Applied Economics Association Conference*, 08/05-08/07, Washington, DC.
28. *CHOI, M., GREBITUS, C., RABINOVICH, E., AND T. RICHARDS (2018): Scan-based trading: An opportunity for the food industry? Evidence from a negotiation experiment. *Agricultural & Applied Economics Association Conference*, 08/05-08/07, Washington, DC.
27. MAHALOV, A., AND C. GREBITUS (2017): Fusing physics based predictive agroecosystems modeling and socio-economic insights for successful agri-urban development. *Agroclimatology Project Directors Meeting*, 10/20-10/23, Tampa, FL.
26. GREBITUS, C., AND J ROOSEN (2017): Investigating decision strategies using new technologies: Identifying "elimination by aspect" via eye tracking. *Agricultural & Applied Economics Association Conference*, 07/30-08/01, Chicago, IL.
25. GREBITUS, C., AND, R. S. HUGHNER (2017): Consumer preferences for foods labeled as GM-free and pesticide-free. *Agricultural & Applied Economics Association Conference*, 07/30-08/01, Chicago, IL.
24. GREBITUS, C., AND G. DAVIS (2017): Does the new Nutrition Facts Panel help compensate for low numeracy skills? An eye-tracking analysis. *Agricultural & Applied Economics Association Conference*, 07/30-08/01, Chicago, IL.
23. MAHALOV, A., AND C. GREBITUS (2016): Physics based predictive modeling for agricultural applications and examination of socio-economic success factors associated with agri-urban development. *Agroclimatology Project Directors Meeting*, 12/16-12/18, San Francisco, CA.
22. ROOSEN, J., AND C. GREBITUS (2016): Influence of attribute non-attendance on predicting choices. *North American Economic Science Association Meetings*, 11/10-11/12, Tucson, AZ.
21. GREBITUS, C., *PRINTEZIS, I., AND A. PRINTEZIS (2016): Consumer perception of urban agriculture.

Agricultural & Applied Economics Association Conference, 07/31-08/02, Boston, MA.

20. LEWIS, K.E., GREBITUS, C., AND R. NAYGA (2016): How important are brands in the food market space? Disentangling the effects of attention on consumer valuation of branded versus unbranded products using eye tracking. *Agricultural & Applied Economics Association Conference, 07/31-08/02, Boston, MA.*
19. GREBITUS, C. (2016): I want to incorporate eye tracking in my experiment! Now what? *Agricultural & Applied Economics Association Conference, 07/30, Boston, MA.*
18. GREBITUS, C., AND J. ROOSEN (2015): Investigating the relationship between complexity and decision making—The role of attribute non-attendance. *North-American Economic Science Association Conference, 10/22-10/24, Dallas, TX.*
17. GREBITUS, C., AND J. ROOSEN (2015): Analyzing decision making: The role of task complexity. *Agricultural & Applied Economics Association Conference, 07/26-07/29, San Francisco, CA.*
16. *WANG, D., GREBITUS, C., AND C. SCHROETER (2015): Analyzing social network effects on students' food choices in school lunchrooms. *Agricultural & Applied Economics Association Conference, 07/26-07/29, San Francisco, CA.*
15. GREBITUS, C., COLSON, G., AND W. HU (2014): European consumer preferences for domestic and imported beef with international quality certifications and growth hormone claims. *Agricultural & Applied Economics Association Conference, 07/27-07/29, Minneapolis, MN.*
14. GREBITUS, C., JENSEN, H.H., AND J. ROOSEN (2014): Does the packaging make the product? Identifying consumers' preference for "natural" in packaging. *Symposium in Honor of Wallace Huffman, 08/01, Ames, IA.*
13. COLSON, G., AND C. GREBITUS (2013): A review of the arguments for deception in economic experiments. *Agricultural & Applied Economics Association Conference, 08/04-08/06, Washington, DC.*
12. GREBITUS, C., STEINER, B., AND M. VEEMAN (2012): Personal values and decision making: Evidence from environmental footprint labeling. *Agricultural & Applied Economics Association Conference, 08/12-08/14, Seattle, WA.*
11. COLSON, G., AND C. GREBITUS (2012): Helping parents with obese children make healthier food choices. Poster, *Joint Agricultural & Applied Economics Association / European Association of Agriculture Economists Symposium, 05/30-05/31, Boston, MA.*
10. GREBITUS, C., JENSEN, H.H., AND J. ROOSEN (2011): Trust towards food packaging: Natural versus chemical reactions. *Annual Meetings of the Agricultural & Applied Economics Association, 07/25-07/27, Pittsburgh, PA.*
9. GREBITUS, C., LUSK, J., AND R. NAYGA (2011): Choosing local food – How important is the environmental aspect? Influences of involvement and eco consciousness. *Agricultural & Applied Economics Association Conference, 07/25-07/27, Pittsburgh, PA.*
8. GREBITUS, C., COLSON, G., AND L. MENAPACE (2011): Analyzing pork purchases at the point of sale – the role of consumer involvement. *Agricultural & Applied Economics Association Conference, 07/25-07/27, Pittsburgh, PA.*
7. GREBITUS, C., STEINER, B., AND M. VEEMAN (2011): Consumer attitudes towards environmental footprints – Evidence from Canada. *Agricultural & Applied Economics Association Conference, 07/25-07/27, Pittsburgh, PA.*

6. GREBITUS, C., COLSON, G., MENAPACE, L., AND M. BRUHN (2010): Who cares about food origin? A comparison of hypothetical survey responses and actual shopping behavior. *Agricultural & Applied Economics Association Conference, 07/25-07/27, Denver, CO.*
5. GREBITUS, C., *MASCHKOWSKI, G., AND J. SIMONS (2010): Determinants of parents' purchase patterns of foods for children – Evidence from Germany. *Agricultural & Applied Economics Association Conference, 07/25-07/27, Denver, CO.*
4. GREBITUS, C., JENSEN, H.H., ROOSEN, J., ANDERS, S., AND J.G. SEBRANEK (2009): Consumer perception of modified atmosphere packaging in North America: Canada vs. U.S. *Agricultural & Applied Economics Association Conference, 07/26-07/28/2009, Milwaukee, WI.*
3. BRUHN, M., AND C. GREBITUS (2009): Lifestyle-oriented health promotion: How to create target oriented communication strategies for a healthy diet? Poster, *Agricultural & Applied Economics Association Conference, 07/26-07/28, Milwaukee, WI.*
2. GREBITUS, C., JENSEN, H.H., SEBRANEK, J.G., ANDERS, S., AND J. ROOSEN (2008): Experimental determination of consumers' willingness-to-pay for modified atmosphere packaging of ground beef. Poster, *Agricultural & Applied Economics Association Conference, 07/26-07/29, Orlando, FL.*
1. GREBITUS, C., YUE, C., BRUHN, M., AND H.H. JENSEN (2007): What affects consumption patterns of organic and conventional products? Poster, *Agricultural & Applied Economics Association Conference, 07/28-08/01, Portland, OR.*

G. Funded Research Grants

(1) *Funding routed through ASU Office of Research & Sponsored Projects Administration.*

U.S. Department of Agriculture-National Institute of Food and Agriculture: Effect of Meditation on Healthy Food Consumption. Principal Investigator (PI) with R.S. Hughner (Co-PI) Arizona State University; 2023-2026, \$650,000, Share Grebitus 70%.

U.S. Department of Agriculture-National Institute of Food and Agriculture: Opportunities for Imperfect Food: Analyzing Preferences along the Agri-Food Value Chain. Co-PI with M. Vecchi (PI), Y. Liu (Co-PI) Penn State University, and A. Enriquez (Co-PI) University of Alaska-Anchorage; 2023-2026, \$647,421, Share Grebitus 34%.

U.S. Department of Agriculture-National Institute of Food and Agriculture: Workshop on Survey Design and Experimental Methods in Applied and Agricultural Economics. PI; 2023-2024, \$50,000, Share Grebitus 100%.

U.S. Department of Agriculture, Specialty Crop Block Grant Program-Farm Bill: Increasing Demand and Willingness-to-Pay for Arizona-Grown Pecans. PI with Co-PI K. Fuller (Ph.D. cand.), Arizona State University; 2021-2023, \$101,126, Share Grebitus 100%.

U.S. Department of Agriculture-National Institute of Food and Agriculture: Strengthening U.S. Beef Export Markets: Analysis of Consumer Willingness to Pay and Import Demand. PI with Co-PIs K.E. DeLong and A. Muhammad, University of Tennessee; 2020-2024, \$477,131, Share Grebitus 99%.

U.S. Department of Agriculture, Specialty Crop Block Grant Program-Farm Bill: Perception of Arizona-Grown Medjool Dates. PI with Co-PIs R.S. Hughner and E.J. Van Loo (post-doc), Arizona State University; 2018-2021, \$79,165, Share Grebitus 80%.

U.S. Department of Agriculture-National Institute of Food and Agriculture-EASM-3: Collaborative

Research: Physics-Based Predictive Modeling for Integrated Agricultural and Urban Applications. Co-PI with A. Mahalov (PI), B. Turner, M. Moustouli, M. Georgescu, Arizona State University; 2015-2020, \$751,860, ARZW-2014-09752, Share Grebitus 18%.

National Science Foundation MPS-DMS-EASM-3: Collaborative Research: Physics-Based Predictive Modeling for Integrated Agricultural and Urban Applications, as Co-PI with A. Mahalov (PI), B. Turner, M. Moustouli, M. Georgescu, Arizona State University; 2014-2020, \$1,161,522, Award Number: 1419593, Share Grebitus 18%.

U.S. Department of Agriculture-National Institute of Food and Agriculture: Scan-Based Trading: Opportunities for Enhancing Supply-Chain Efficiency. Co-PI with E. Rabinovich (PI), T.J. Richards (Co-PI), Arizona State University; 2016-2019, \$496,407, Share Grebitus 33%.

Genome Canada, University of Alberta: Application of Genomics to Improve Disease Resilience and Sustainability in Pork Production. PI, 2016-2019, \$49,240, Share Grebitus 100%.

Genome Canada, University of Alberta: Increasing Feed Efficiency and Reducing Methane Emissions through Genomics: A New Promising Goal for the Canadian Dairy Industry. PI, 2016-2019, \$30,000, Share Grebitus 100%.

U.S. Department of Agriculture, Specialty Crop Block Grant Program-Farm Bill: Target-Marketing for Medjool Date Consumer Segments. PI with Co-PI R.S. Hughner, Arizona State University; 2016-2018, \$40,664, Share Grebitus 100%.

U.S. Department of Agriculture, Specialty Crop Block Grant Program-Farm Bill: Driving Demand for Arizona-Grown Medjool Dates. PI with Co-PI R.S. Hughner, Arizona State University; 2015-2017, \$78,052, Share Grebitus 50%.

Economic Research Service, USDA – Food Economics Division: Cooperative Research Agreement: Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues. Support of Agricultural & Applied Economics Association 2015 Post-Conference Workshop; 2015, \$5,000, Share Grebitus 100%.

Henkel Consumer Goods Inc.: Solutions to Increase the Consumer Interest and Valuation for Sustainable Products in Markets. PI, Project No. 13054246; 2012 – 2013, \$25,000, Share Grebitus 100%.

(2) *Funding not routed through ASU Office of Research & Sponsored Projects Administration.*

Agricultural & Applied Economics Association Trust: Support of the “Workshop on Survey Design & Experimental Methods in Applied and Agricultural Economics;” 2023, \$10,000, Share Grebitus 100%.

FundedResearch@WPCarey Seed Grant: Effect of Mindfulness on Healthy Food Consumption. PI with Co-PI R.S. Hughner, Arizona State University; 2022-2023, \$10,000, Share Grebitus 50%.

SEED Grant ISSR: Willingness to pay for fresh and processed ugly food products. PI with Co-PIs A. Enriquez, University of Alaska and M. Vecchi, Penn State University; 2022, \$8,000, Share Grebitus 100%.

W. P. Carey Research on Teaching and Learning Grant. W. P. Carey School of Business, Arizona State University: Effect of Meditation on Online Business Students’ Stress Levels and Satisfaction. PI; 2022, \$10,000, Share Grebitus 100%.

Dean’s Excellence in Research Summer Grant. W. P. Carey School of Business, Arizona State University: Effect of Complexity on Attention, Decision Strategies and Choice – An Eye-Tracking Experiment. PI; 2021, \$20,000, Share Grebitus 100%.

W. P. Carey Teaching and Learning Innovation Mini-Grant. W. P. Carey School of Business, Arizona State University: W. P. Carey Resilient Return to the Office: Wellbeing Lunch and Learn Series. PI; 2021, \$1,000, Share Grebitus 100%.

Agricultural & Applied Economics Association Trust: Support of the “Winter School on Survey Design & Experimental Methods in Applied and Agricultural Economics;” 2020, \$5,600, Share Grebitus 100%.

W. P. Carey Research on Teaching and Learning Grant. W. P. Carey School of Business, Arizona State University: Students’ Attitudes towards Cooperative and Research-Based Learning in Online Classes. PI; 2020, \$10,000, Share Grebitus 100%.

Dean’s Excellence in Research Summer Grant. W. P. Carey School of Business, Arizona State University: Attention and Choice: The Role of Heuristics on Decision Making in Discrete Choice Experiments. PI; 2020, \$20,000, Share Grebitus 100%.

Swette Center Seed Grants: Pilot study: Urban Agriculture as an Integrated Socio-Environmental System. PI with Co-PIs L. Chenarides, A. Mahalov, R. Muenich, A. Zanin, Arizona State University; 2019-2020, \$5,000, Share Grebitus 20%.

SEED Grant ISSR: Meeting Consumers’ Demand for U.S. Beef: Analysis of U.S. Beef from European Consumers’ Perspective – the role of country-of-origin labelling. PI with Co-PI T. Schmitz, Arizona State University; 2018, \$8,000, Share Grebitus 50%.

U.S. Department of Agriculture-Center for Behavioral and Experimental AgriEnvironmental Policy Research: Support of the Agricultural & Applied Economics Association 2015 Post-Conference Workshop “Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues;” 2015, \$2,500, Share Grebitus 100%.

Agricultural & Applied Economics Association Trust: Support of the Agricultural & Applied Economics Association 2015 Post-Conference Workshop “Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues;” 2015, \$5,000, Share Grebitus 100%.

Cornell Center for Behavioral Economics in Child Nutrition Programs: Support of the Agricultural & Applied Economics Association 2015 Post-Conference Workshop “Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues;” 2015, \$2,000, Share Grebitus 100%.

College of Technology and Innovation Scholarship Support & Enhancement Grant Program: Self-Regulated Learning for Sustainable Product Evaluation. Co-PI with R. Roscoe (PI), Arizona State University; 2013 – 2014, \$14,000, Share Grebitus 50%.

Consumer and Market Demand (CMD) Network: Meeting European Consumers’ Demand for Canadian Beef: Analysis of Canadian Beef from a European Perspective – The Role of Country-of-Origin Labelling. PI, with G. Colson, University of Georgia, and Co-PI W. Hu, University of Kentucky. Sub-grant Number: CMD-560; 2012 – 2013, C\$66,000, Share Grebitus 34%.

College of Technology and Innovation Scholarship Support & Enhancement Grant Program: Understanding Consumer Behavior in the Clean Energy Industry in Arizona. Co-PI with Y. Qui, Arizona State University; 2012 – 2013, \$10,000, Share Grebitus 50%.

College of Technology and Innovation Scholarship Support & Enhancement Grant Program: Choose Healthy Arizona – Analyzing Drivers of Consumers’ Food Choices. PI; 2012 – 2013, \$10,000, Share Grebitus 100%.

Dean’s Excellence in Research Summer Grant. W. P. Carey School of Business, Arizona State University: Analyzing the Effect of Complexity on Consumer Decision Strategies. PI; 2014,

\$25,000, Share Grebitus 100%.

(3) *Funding awarded before employment at ASU.*

German Research Foundation: Network on the Economics of Food Choice and Health. PI, Project No. 50170047; 2010 – 2015, €114,450, Share Grebitus 100%.

CMD Network: Consumers' Food Choice regarding environmentally Sustainable Attributes: Comparing Canadian and German Perception, Attitudes, Values, Preferences and Willingness-to-pay for Carbon and Water Footprints. PI, with Co-PIs B. Steiner, University of Southern Denmark, M. Veeman, University of Alberta, Canada. Sub-grant Number: CMD-548; 2010 – 2012, CAD \$60,000, Share Grebitus 100%.

German Academic Exchange Service: Travel grant to attend the annual meeting of the Agricultural & Applied Economics Association in Denver, CO; 2010, €1,790, Share Grebitus 100%.

German Academic Exchange Service: Travel grant to attend the meeting of the International Association of Agricultural Economists (IAAE) in Beijing, China; 2009, €1,982, Share Grebitus 100%.

Bonn University, Germany: Travel grant to attend the annual meeting of the Agricultural & Applied Economics Association in Milwaukee, WI; 2009, €2,000, Share Grebitus 100%.

Oklahoma State University and University of Arkansas: Consumers' Willingness-to-pay for Local Foods and Food Miles. Project No. 60569; 2009, €7,912, Share Grebitus 100%.

Alberta Livestock Industry Development Fund: Modified Atmosphere Packaging – Consumer Perceptions and Willingness-to-pay – Opportunities for Canada's Meat Industry. Project No. 2009L001R, Grebitus wrote the grant proposal based on her research on the topic at Iowa State University and carried out the research, S. Anders served as PI, University of Alberta, Canada; 2008 – 2009, C\$52,900.

Beef Information Center, Calgary, Canada: Modified Atmosphere Packaging – Consumer Perceptions and Willingness-to-pay – Opportunities for Canada's Meat Industry. Partners Program # 0708-64-7200-14, Grebitus wrote the grant proposal based on her research on the topic at Iowa State University and carried out the research, S. Anders served as PI, University of Alberta, Canada; 2008 – 2009, C\$23,000.

German Research Foundation: Travel grant to attend the annual meeting of the Agricultural & Applied Economics Association in Portland, OR, Project # 541304; 2007, €1,597, Share Grebitus 100%.

German Academic Exchange Service: Grant to be a visiting scholar at Iowa State University; 2006, €4,500, Share Grebitus 100%.

H.W. Schaumann Foundation: Travel grant to attend the International Sunbelt Social Network Conference Vancouver, Canada; 2006, €1,142, Share Grebitus 100%.

H.W. Schaumann Foundation: Travel grant to attend the conference of the Société Française d'Economie Rurale Clermont-Ferrand, France; 2005, €590, Share Grebitus 100%.

Association of Farm Products in Lower-Saxony e.V., Hannover, Germany: Compilation of Lexicons on Risk Factors and Risk Prevention in the Crop Supply Chain and the Red Meat Supply Chain. PI; 2004 – 2005, €4,000, Share Grebitus 100%.

H. Select Media Communications

23. W. P. CAREY NEWS (2023): Department of Agriculture awards ASU over \$3 million in grants for agribusiness research. Published 8/17/2023, <https://news.wpcarey.asu.edu/20230817-department-agriculture-awards-asu-over-3-million-grants-agribusiness-research>
22. PAPPAS, J. (2023): Expert Opinions: Best credit card for groceries. Published: 8/9/2023, Wallethub. https://wallethub.com/best-credit-card-for-groceries#expert=Carola_Grebitus
21. PAPPAS, J. (2023): Expert Opinions: Best credit cards for restaurants. Published: 3/17/2023, Wallethub. https://wallethub.com/best-credit-card-for-restaurants#expert=Carola_Grebitus
20. LIERLE, E. (2022): It's a Date! The story behind this sweet, healthy treat from the American Southwest. Published: Spring 2022, Vol 32(1), North Dakota State Horticulture Society Newsletter.
19. BEACH, E. (2021): Summer refreshers series shares tools for faculty returning to campus. Published: 07/15/2021, W. P. Carey News. <https://news.wpcarey.asu.edu/20210715-summer-refreshers-series-shares-tools-faculty-returning-campus>
18. MAIVE, S. (2021): Best BBQ cities in America. Published: 6/30/2021, LawnStarter. <https://www.lawnstarter.com/blog/studies/best-bbq-cities/#expert=dr-carola-grebitus>
17. PAPPAS, J. (2021): Pros and cons of a wholesale club credit card such as the Costco Anywhere Visa® Card by Citi. Published: 2/15/2021, Wallethub. <https://wallethub.com/d/costco-credit-card-72c/#expert=carola-grebitus>
16. PAPPAS, J. (2020): Ask The Experts: Best credit cards for food delivery. Published: 8/24/2020, Wallethub. https://wallethub.com/best-credit-cards-for-food-delivery#experts=Carola_Grebitus
15. FALLER, M.B. (2019): ASU study finds that new nutrition labels are easier to understand. ASU News, Discoveries. Published 6/25/2019, <https://news.asu.edu/20190625-discoveries-asu-study-finds-new-nutrition-labels-are-easier-understand>
14. CBS RADIO NETWORK (2018): Nutrition labels. Interview by Stephan Kaufmann. Published 7/8/2019.
13. AEPP PODCAST (2018): Vol. 40(4): Authors Ellen Van Loo and Carola Grebitus discuss two recently featured articles published in AEPP "Visual biases in decision making," and "On the Measurement of Consumer Preferences and Food Choice Behavior: The Relation Between Visual Attention and Choices." Published 11/2018, <https://academic.oup.com/aep/podcasts>
12. GILGER, L. (2018): Consumers willing to pay more for healthy food labels. Published 1/18/2018, <https://kjzz.org/content/594495/study-consumers-willing-pay-more-healthy-food-labels>
11. FALLER, M.B. (2017): State's growers should tout the 'Arizona' when marketing their dates, study finds. Published 9/27 ASU Now. https://asunow.asu.edu/20170927-arizona-impact-asu-wp-carey-date-marketing-research?utm_campaign=ASU_Now+9-28-17&utm_medium=email&utm_source=%25%25_listname%25&utm_term=ASU&utm_content=%20https%3a%2f%2f%20asunow.asu.edu%2f20170927-arizona-impact-asu-wp-carey-date-marketing-research
10. FALLER, M.B. (2017): Urban growth gets scientific. Published 1/5/2017, ASU Now. <https://campus.asu.edu/content/urban-growth-gets-scientific>
9. SPARKS, D. (2016): Challenges in urban farming. Program: Line on Agriculture, AgInfo.Net, Published 10/10/2016. <http://www.aginfo.net/index.cfm/event/report/id/Line-on-Agriculture-35360>
8. MONEY RADIO (2016): Business for breakfast radio interview by Ken Morgan and Mark Asher on

Which counts more? Calories or companions? Money Radio 1510AM & 99.3FM, Published 10/7/2016.

7. W. P. CAREY SCHOOL OF BUSINESS, RESEARCH AND IDEAS (2016): Which counts more? Calories or companions? 16 September 2016. <http://research.wpcarey.asu.edu/agribusiness/which-counts-more-calories-or-companions/>
6. NUELLE, B. (2016): Radio and web story-- Urban farming takes off but still many challenges. World of Agriculture, Iowa Ag Radio Network, Published 8/5/2016. <http://bit.ly/2bj2Gml>
5. WHITWORTH, J. (2013): Study highlights consumer reaction to carbon monoxide use in MAP. FoodProductionDaily.com, Published 4/18/2013. <http://www.foodproductiondaily.com/Packaging/Study-highlights-consumer-reaction-to-carbon-monoxide-use-in-MAP>
4. SCHAFFER, E. (2013): MAP mindsets. Consumer research provides glimpse of how packaging technology is perceived. Meat and Poultry, Published 3/2013, p. 70-72. http://www.nxtbook.com/sosland/mp/2013_03_01/index.php?startid=70#/70.
3. ASFA-WOSSEN, L. (2013): Too much information – consumer views on modified air packaging. Packaging Professional Magazine, Published 3/12/2013. <http://www.iom3.org/news/too-much-information-consumers-modified-air-packaging>
2. GRAY, N. (2013): Consumers will pay more for local foods: Study. Food Navigator.com. Published 2/27/2013. <http://www.foodnavigator.com/Science-Nutrition/Consumers-will-pay-more-for-local-foods-Study>
1. WHITWORTH, J. (2013): Consumer understanding key to MAP technology, finds study. FoodProductionDaily.com, Published 1/10/2013. <http://www.foodproductiondaily.com/Quality-Safety/Consumer-understanding-key-to-MAP-technology-finds-study>

IV. TEACHING

A. Courses Taught

Unless indicated otherwise the course was taught in-person. Number of times the class was taught in brackets [#]. G indicates that the class was taught in German

Arizona State University

AGB 100 Introduction to Agribusiness: Spring 2016, 2018, 2020; Fall 2016, 2017, 2018, 2020 [7]

AGB 420 Food Advertising and Promotion: Online, Spring 2013 – 2017 [5]

AGB 456 Food Product Innovation and Development: Fall 2013; Online, Fall 2013 – 2018, Spring 2020 – 2024, Fall 2020 – 2023 [16]

AGB 492 Honors Directed Study: Fall 2015, 2017, 2022 [3]

AGB 493 Honors Thesis: Spring 2016, 2018, 2019, 2024 (2) [5]

AGB 494/HON 394 Topics: The Business of Beer (with T.J. Richards): Spring 2019-2021 [3]

AGB 701 Advanced Agribusiness Analysis: Fall 2020 – 2023 [4]

AGB 703 Advanced Empirical Models (with T.J. Richards): Fall 2016 [1]

ARA Risk Management Academy Executive Education: Spring 2018 [1]

FSE 150 Perspective of Grand Challenges on Engineering, Guest lecture: Fall 2023 [1]
IDG 590 Independent Study: Spring 2022 [1]
PPE 240 Gentle Yoga: Fall 2022, Spring 2023 [2]
SOS 117 Food System Sustainability, Guest lecture: Spring 2017; Fall 2015, 2017, 2018 [4]
SOS Global Sustainability Science Program, Guest lecture: Fall 2018 [1]
WPC 101 Faculty Freshman Lecture Series, Guest lecture: Fall 2014 – 2016, 2018 [4]
Breathing and Meditation: Online, bi-weekly short lectures, Fall 2021 and Spring 2023
Chair Yoga: Online, 1 lecture, Fall 2020; 1 lecture, Fall 2021; 4 lectures, Spring 2022; monthly classes for ASU Employee Wellness, Fall 2022 and Spring 2023
Yoga Nidra: Online, 1 lecture, Fall 2020; 2 lectures, Spring 2021; 2 lectures, Spring 2022
Yoga Flow: 1 lecture, Fall 2020; 3 lectures, Spring 2021; 1 lecture, Fall 2022 (online and in-person)
BSC program: Making the Business of Self-Care (BSC) a Habit: Feel relaxed, recharged and refreshed with simple yogic techniques, Online, 6 lectures, Spring 2022 (program for graduate students)

Bonn University, Germany

Marketing and Market Research (G): Undergraduate level, Fall 2008, 2009 [2]
Quantitative Research Methods I (G): Undergraduate level, Fall 2008 – 2011 [4]
Quantitative Research Methods II: Master level, Fall 2008 – 2011 [4]
Advanced Marketing and Market Analysis: Master level, Fall 2008 – 2011 [4]
Advanced Quantitative Research Methods: Master level, Spring 2008 – 2012 [5]

Kiel University, Germany

Models and Strategies in Agribusiness (G): Master level, Spring 2005 – 2007 [3]
Economics of Animal Breeding (G): Undergraduate level, Fall 2005 [1]
Seminar Market Research Methods (G with M. Bruhn): Undergraduate level, Fall 2003, 2004 [2]

Promotionskolleg Agrarökonomik, Germany

Strategies, Research and Theory for Teaching at University Level: PhD level, Winter 2011 [1]

German Academy for Gifted High School Students, Germany

Agricultural and Food Marketing (G): Undergraduate level, Summer 2007 [1]
Methods in Market Research (G): Undergraduate level, Summer 2007 [1]

Food-Facts Summer-Academy 'Product-Management,' Germany

Introductory Cost Management and Accounting (G): Executive Education, Fall 2004 [1]

B. Advisory Committees

Arizona State University

1. Dissertation Committees

[Position the student was placed—only available for ASU]

17. Chair. Hazera Akter, Ph.D. (expected 2027): TBD.

16. Chair. Nilufer Cetik, Ph.D. (expected 2027): TBD.
 15. Chair. Ekaterina Stolarova, Ph.D. (expected 2025): TBD.
 14. Committee member. Shenella Benjamin, Ph.D. (expected 2023): Revitalizing Industries and Deindustrialized Communities in Guyana: Case of the Sugar Industry and Sugar-Belt Communities.
 13. Committee member. Kelly Cosgrove, Ph.D. (completed 2023): Effects of a Behavior-Matching Tool on Adherence and Attrition in an eHealth Intervention: A Randomized Controlled Trial.
 12. Chair. Shijun Gao, Ph.D. (completed 2022): Decision-Making in the Livestock Supply Chain. [Tufts University]
 11. Chair. Katherine Fuller, Ph.D. (completed 2022): The Market for Coffee: An Analysis of the Effects of Sustainability Labels on Consumers' choice and U.S. Import Demand. [Tufts University]
 10. Committee member. Jordan P. Smith, Ph.D. (completed 2021): Lots of Potential: Planning Urban Community Gardens As Multifunctional Green Infrastructure. [Harris County Community Services Department]
 9. Committee member. Iryna Printezis, Ph.D. (completed 2018): Consumer Demand for Local Food from Direct-to-Consumer to Intermediated Marketing Channels. [Arizona State University]
 8. Committee member. Yi Xie, Ph.D. (completed 2018): Consumers' Health-Related Food Choices and Behaviors. [California State Polytechnic University, Pomona]
 7. Committee member. Simbarashe Pasirayi, Ph.D. (completed 2016): A Global Perspective of Private Brands Success: The Function of Manufacturer Power, Retailer Strategy and Consumer Conduct. [Tulane University]
 6. Committee member. Min Choi, Ph.D. (completed 2016): Power, Risk Sharing, and Moral Hazard in Scan-based Trading: An Extension of Agency Theory. [California State University, Fullerton]
 5. Committee member. Di Fang, Ph.D. (completed 2015): All About Innovation: Optimal Licensing Strategies, New Variety Adoption, and Consumer Preference in a Peer Network. [University of Arkansas]
 4. Committee member. Chao-Shih Wang, Ph.D. (completed 2015): Heard It Through the Grapevine: Traceability, Intelligence Cohort, and Collaborative Hazard Intelligence. [N/A]
 3. Committee member. Karen Elizabeth Lewis, Ph.D. (completed 2014): Analysis of the United States Sweetener Industry's Characteristics and Federal Policies. [University of Tennessee]
 2. Committee member. Koichi Yonezawa, Ph.D. (completed 2014): Three Essays on Consumer Behavior Under Uncertainty. [University of Munich, Germany; Cornell University]
 1. Committee member. Sophie Theron Winter, Ph.D. (completed 2014): Umbrella Branding of Private Labels. [SUNY Coble Skill]
2. *M.S. Committees (Note: the Morrison School of Agribusiness M.S. Program ended in 2014)*
3. Committee member. Yisha (Anne) Wang (completed 2022): User Research for Shopper Insights into Food Traceability Information Provided at Grocery Stores with a Focus on Produce. [N/A]
 2. Main advisor. Dan Wang, M.S. (completed 2014): An Empirical Study on the Influence of Social Networks and Menu Labeling on Calorie Intake in a University Dining Hall. [Northern Trust Company, Financial Analyst]
 1. Committee member. Ashutosh Tiwari, M.S. (completed 2013): Anonymous Social Networks vs. Peer Networks in Restaurant Choice. [American Express, Financial Analyst]

3. Honors Theses

6. Reader of Honors Thesis. Emily Hall (completed 2024): Promoting Environmental Sustainability in the Restaurant Industry: Approaches of Offering Plant-Based Meals, Incentivizing Sustainably Sourced Ingredients, and Reducing Food Waste.
5. Director of Honors Thesis. Rylee Richardson (completed 2023): Sustainability Marketing and Consumer Behavior.
4. Reader of Honors Thesis. Anneliese Way (completed 2019): Winning with Hispanics: A Case Study of CPG Manufacturer and Retailer Performance among Hispanic Consumers.
3. Director of Honors Thesis. Yann Raymond (completed 2018): Working towards Garden of Eden: Developing Practical Solutions to Combat Food Insecurity in Food Deserts. Raymond placed second in the 2017 Cactus Section of the Institute of Food Technologists Poster Competition.
2. Director of Honors Thesis. Mary Curtiss (completed 2018): Working towards Garden of Eden: Developing Practical Solutions to Combat Food Insecurity in Food Deserts. Curtiss placed third in the 2017 Cactus Section of the Institute of Food Technologists Poster Competition.
1. Director of Honors Thesis. Haley Cooley (completed 2016): It's all in the Genes: Designing and Administering a Brief Survey to Local Dairymen in Order to Gauge their Interest in Genomics.

4. Barrett Honors College Fellows (Fellows participate for one semester in a research project)

Fall 2023. Project: Opportunities for Imperfect Food: Analyzing Preferences along the Agri-Food Value Chain

8. Lindsey Schmidt; major: accounting

Fall 2022. Project: Increasing Demand and Willingness-to-Pay for Arizona-Grown Pecans

7. Thomas Johnson; major: economics

6. Sadie Hoberman; major: business data analytics, economics

Fall 2022. Project: Food Consumption Behavior During the COVID-19 Pandemic

5. Dylan Rose; major: business data analytics, supply chain management

4. Zain Sidhwa; major: business data analytics, supply chain management

Fall 2021. Project: Strengthening U.S. Beef Export Markets: Analysis of Consumer Willingness to Pay and Import Demand

3. Ally Finkbeiner; major: conservation biology and ecology, economics

2. Paulina Aceves; major: business data analytics, economics

1. Graciela Martinez; major: business data analytics

5. Honors Contracts

10. Amelia Dellaripa (expected 2024): AGB 456

9. Graciela Jacqueline Martinez (expected 2024): AGB 456

8. Alexandra Marie Nictakis (completed 2020): AGB 100

7. Alexandra Marie Nictakis (completed 2020): AGB 456

6. Hannah Campbell (completed 2018): AGB 456

5. Casey Blue (completed 2017): AGB 100

4. Karilee Ammons (completed 2016): AGB 100

3. Jessica Blue (completed 2016): AGB 420

2. Jessica Blue (completed 2016): AGB 100

1. Precious Martinez (completed 2015): AGB 456

Bonn University, Germany

1. M.S. Committees

18. Major advisor. Anne O. Peschel (completed 2012): How does label presentation formation affect attention and choice? An examination for the Danish organic label.
17. Major advisor. Maria Vintulkina (completed 2012): EU consumer perception of imported beef.
16. Major advisor. Julia Linn (completed 2012): Taxonomic categorization of (new) hybrid food products and implications for marketing communication.
15. Committee member. Chirantan Banerjee (completed 2012): Market analysis of mobile greenhouse technology: The case of vertical farming.
14. Major advisor. Nada Alowaiwi (completed 2012): Applying repertory grid and concept mapping to analyze consumers' perceptions of milk - Focus on regular fresh milk and ESL milk.
13. Major advisor. Eva-Maria Schneider (completed 2012): Importance of product labeling on purchase decisions – The case of dairy products for children.
12. Major advisor. Mehret Haile-Preylowsky (completed 2011): Changing attitudes towards nano-technology by means of emotional conditioning.
11. Major advisor. Sonja Schmiedeknecht (completed 2011): Analysis of diet and work out patterns of type 2 diabetic patients.
10. Major advisor. Julia Hass (completed 2011): Ecology versus convenience: consumer behavior towards organic products in the light of ESL technology.
9. Major advisor. Jan-Paul Höllmer (completed 2011): International comparison of the implementation of a Carbon Footprint with regard to consumer behavior. (Presented at the 5th International Consumer Sciences Research Conference (ICSRC), 07/18-07/20, Bonn, Germany).
8. Major advisor. Katharina Häfner (completed 2011): Labeling of Carbon Footprints from food retailers' perspective.
7. Major advisor. Joelle Voggenreiter (completed 2011): Chances and risks of the introduction of the Carbon Footprint in the food chain: An investigation of the fruit and vegetable sector.
6. Major advisor. Johanna Stadtmann (completed 2011): On the use of ecological footprints as signals in the agri-food chain. (Presented at the 5th ICSRC, 07/18-07/20, Bonn, Germany).
5. Major advisor. Melanie Weber (completed 2011): Attitudes of consumers towards sustainable diets – Analysis with respect to climate relevant emissions.
4. Major advisor. Eva Maria Pisch (completed 2011): Eco design of food packaging: Implementation of the integrated product policy with respect to ecological food packaging.
3. Major advisor. Maike Barkmann (completed 2010): Consumer perception of foods carrying health claims.
2. Major advisor. Alice Wagner (completed 2010): Influence of socio-economic determinants on school children's diet.
1. Major advisor. Sue Schnickmann (completed 2009): Analyzing consumer attitudes and perception of food miles labels.

2. B.S. Committees

12. Committee member. Rabea Plaßky (completed 2012): Organization of the EU-school fruit program – a cross country comparison.
11. Major advisor. Sheida Alishirinpour Farkhad (completed 2012): Consumers' perception of wine quality.

10. Major advisor. Lena Baron (completed 2012): On the product carbon footprint.
9. Major advisor. Regina Vogel (completed 2012): Farmers decision making: the case of agricultural machinery.
8. Committee member. Markus Hinskens (completed 2012): How are consumers making purchase decisions? Fast and frugal heuristics versus compensatory decision models.
7. Major advisor. Hanna Balgar (completed 2012): Farmers' risk perception – The example of the Schmallenberg virus.
6. Major advisor. Nina Brockstedt (completed 2012): Sustainability in the food supply chain.
5. Major advisor. Dirk Sebastian Meyer (completed 2011): Evaluation of the Rokeach Value Survey as a method to elicit consumer values in agricultural and food marketing.
4. Major advisor. Daniela Kaumanns (completed 2011): Supply instruments of German food retailers for organic products.
3. Major advisor. Rebecca Armbrorst (completed 2011): Impact and perspectives of modified atmosphere packaging.
2. Major advisor. Julia Knaupp (completed 2011): Evaluation of Product Carbon Footprint standardization approaches.
1. Major advisor. Ramona Galczynski (completed 2011): Influence of socio-economic and political determinants on healthy diets.

Other Universities

6. Courtesy committee member, University of Tennessee. Bishma R. Dahal, M.S. (completed 2023): Two essays on international beef and poultry consumer demand.
5. External examiner, University of Saskatchewan, Canada. Darnell Holt, M.S. (completed 2022): The impact of clean label packaging for pea-based proteins.
4. External examiner, The University of Adelaide, Australia. Anh Duc Nguyen, Ph.D. (completed 2020): Exploring relationships between changing food environments, food consumption behaviour, attitudes and nutrition outcomes for urban Vietnam.
3. Committee member, University of Georgia. Mengyu Zhou, M.S. (completed 2020): Impact of visuals and complexity on inconsistent and irrational decisions in choice experiments.
2. Courtesy committee member, University of Tennessee. Konstantinos Syrengelas, M.S. (completed 2017): Consumer preferences and willingness to pay for natural beef: A discrete choice experiment approach.
1. External reviewer, University of Saskatchewan. Rim Lassoued, Ph.D. (completed 2014): How trust in the food system and in brands builds consumer confidence in credence attributes: A structural equation model.

C. Mentoring

Post-doc Mentor: Anna Wielicka-Regulska, Department of Economics and Economic Policy in Agribusiness, Poznan University of Life Sciences, Poland, visited ASU in 2023.

Mentor: Agricultural and Applied Economics Association Mid-Career Mentoring Workshop, Kansas City, MO, 2022.

Mentor: Agricultural and Applied Economics Association Early Career Professional 2-Day Post-conference Workshop, Atlanta, GA, 2019.

Presenter Large Group Session: Balancing Work and Life, and Time Management. Agricultural and Applied Economics Association Early Career Professional Workshop, Atlanta, GA, 2019.
Post-doc Mentor: Ellen Van Loo, Department of Agricultural Economics, Ghent University, Belgium, visited ASU in 2017 and 2018.

V. INSTITUTIONAL SERVICE

A. Internal Service (appointed)

1. *Department (Morrison School of Agribusiness)*

Search Committee, Assistant Professor Hire, 2024

Head of Search Committee, Clinical Faculty Hire, 2022

Graduate Committee, 2019 – present

Personnel Committee, 2019 – present

Performance Review Committee, 2019, 2024

Faculty Advisor, Sigma Alpha, 2018 – present

Faculty Advisor, Re-Charter of Sigma Alpha, professional sorority for women in agriculture, 2017

Search Committee, Assistant Professor Hire, 2017

Faculty Advisor, "Business of Food Club," Undergraduate Student Organization, 2016 – 2021

Search Committee, Kemper and Ethel Marley Foundation Chair Hire, 2016

Undergraduate Committee, 2015 – 2019

Scholarship Committee, 2015 – 2016

Faculty Advisor, Morrison School of Agribusiness Graduate Student Organization, 2013 – present

Chair, Morrison School of Agribusiness Seminar Series, organized over 50 seminars, 2013 – 2018

2. *W. P. Carey School of Business*

Undergraduate Committee, 2022

Dean Search Committee, 2021

Academic Standards Committee, 2018 – 2019

Academic Standards Committee, 2014 – 2016

3. *Arizona State University*

Wellness@ASU, Advisory Board Member, 2023 – present

Honors Faculty Council, 2021 – present

B. Professional Service

1. Leadership in Professional Groups

Co-Chair Health and Wellness Task Force, Agricultural & Applied Economics Association, 2023 – 2024
(appointed)

Board of Directors, Agricultural & Applied Economics Association, 2020 – 2023 (elected)

Trust Committee, Agricultural & Applied Economics Association, 2020 – present (appointed)

Diversity, Equity and Inclusion Task Force, Agricultural & Applied Economics Association, 2020 – 2021 (appointed)

Co-Chair, Ad hoc Committee Industry Relations, Agricultural & Applied Economics Association, 2019 – 2021 (appointed)

Chair, Membership Committee, Agricultural & Applied Economics Association, 2019 – 2020 (appointed)

Past Chair, Institutional and Behavioral Economics Section, Agricultural & Applied Economics Association, 2019 – 2020 (elected)

Past Chair, Food Safety and Nutrition Section, Agricultural & Applied Economics Association, 2018 – 2019 (elected)

Chair, Institutional and Behavioral Economics Section, Agricultural & Applied Economics Association, 2018 – 2019 (elected)

Chair, Food Safety and Nutrition Section, Agricultural & Applied Economics Association, 2017 – 2018 (elected)

Chair-Elect, Institutional and Behavioral Economics Section, Agricultural & Applied Economics Association, 2017 – 2018 (elected)

Topic Leader, Experimental Economics, Agricultural & Applied Economics Association, 2016 – 2018

Chair-Elect, Food Safety and Nutrition Section, Agricultural & Applied Economics Association, 2016 – 2017 (elected)

Past Chair, Experimental Economics Section, Agricultural & Applied Economics Association, 2016 – 2017 (elected)

Membership Committee, Agricultural & Applied Economics Association, 2016 – 2019 (appointed)

Chair, Experimental Economics Section, Agricultural & Applied Economics Association, 2015 – 2016 (elected)

Established the Experimental Economics Section, Agricultural & Applied Economics Association, with M. Rousu, 2015

Council on Food, Agricultural and Resource Economics (C-FARE) Blue Ribbon Expert Panel on Consumer Concerns about Food, Health and Safety, 2014 – 2016 (appointed)

Member at Large, Food Safety and Nutrition Section, Agricultural & Applied Economics Association, 2013 – 2015 (elected)

Topic Leader, Food Safety and Nutrition, Agricultural & Applied Economics Association, 2012 – 2014 (appointed)

Chair, Network on the Economics of Food Choice and Health. Funded by the German Research Foundation (www.foodeconomics.info), 2010 – 2015 (appointed)

Member, Center of Integrated Dairy Research – CIDRe, Germany, 2012 (appointed)

Member, Consumer and Market Demand Network. Department of Rural Economy, University of Alberta, Canada, 2009 – present (appointed)

Editorial board of the quarterly magazine of the German Association of Food Scientists & Food Economists (VDOe), 2004 – 2010 (appointed)

2. Editorial Activities

Area Editor: *Q Open*, 2023 – present

Review Editor. *Frontiers in Nutrition: Food Policy and Economics*, 2022 – 2023

Guest Editor: Replication in Agricultural Economics. *Applied Economic Perspectives and Policy*, with R. Finger and A. Henningsen, 2021 – 2023

Editorial Review Board Member: *Agribusiness: An International Journal*, 2015 – present

Editorial Review Board Member: *Canadian Journal of Agricultural Economics*, 2018 – 2021

Guest Editor: Transformations in the Food System, Nutritional and Economic Impacts. *Choices*, 2017: Quarter 1; with Kolodinsky J., and D. Thilmany McFadden

Editorial Review Board Member: *European Review of Agricultural Economics*, 2016 – 2022

Guest Editor: The Economics of Food, Food Choice and Health. *European Review of Agricultural Economics*, 2012:39-5, 741-877; with Hartmann, M., and J. Roosen

Guest Editor: Consumer Behavior for a Sustainable Future. *International Journal of Consumer Studies*, 2012:36-2, 121–250; with Hartmann, M., Piorkowsky, M.-B., Pakula, C., and R. Stamminger

3. Reviewing Activities

a) *Journals (reviewing activity from Jan 2008 to May 2023, on average 13 manuscripts reviewed annually)*

Agribusiness: An International Journal (25); Agricultural Economics (12); Agriculture and Human Values (1); Agricultural and Resource Economics Review (3); American Journal of Agricultural Economics (10); Appetite (18); Applied Economic Perspectives and Policy (3); British Food Journal (1); Business Strategy and the Environment (1); CAB Reviews (1); Canadian Journal of Agricultural Economics (6); Clothing and Textiles Research Journal (1); Ecological Economics (6); Educational Research and Reviews (1); Empirical Economics (1); European Journal of Operational Research (1); European Review of Agricultural Economics (19); Environmental Economics and Policy Studies (1); Environmental and Resource Economics (2); Food Economics (1); Food Policy (15); Food Quality and Preference (10); Food Research International (3); Frontiers in Psychology (2); German Journal of Agricultural Economics (5); International Journal of Behavioral Nutrition and Physical Activity (1); International Food and Agribusiness Management Review (1); International Journal on Food System Dynamics (1); Journal of Agricultural and Applied Economics (1); Journal of the Agricultural and Applied Economics Association (1); Journal of Agricultural Economics (14); Journal of Agricultural and Food Industrial Organization (2); Journal of Agricultural and Resource Economics (1); Journal of Behavioral and Experimental Economics (3); Journal of Choice Modeling (2); Journal of Consumer Behavior (1); Journal of Dairy Science (2); Journal of Environmental Economics and Management (1); Journal of Environmental Planning and Management (1); Journal

of Economic Psychology (3); Journal of Food Protection (1); Journal of Managerial Psychology (2); Journal of Marketing Research (1); Meat Science (5); Nature: Biotechnology (1); Nutrition and Food Science (1); PLOS One (3); Q Open (1); Review of Economics of the Household (1); Spanish Journal of Agricultural Research (1)

b) Conferences

Agricultural and Applied Economics Association; European Association of Agricultural Economists; Forum on System Dynamics and Innovation in Food Networks; German Association of Agricultural Economists; International Association of Agricultural Economists; International Choice Modelling Conference; International Congress of Meat Science and Technology; International Food and Agribusiness Management Association; International Health Economics Association; Western Agricultural Economics Association

c) Proposals

National Institute for Food and Agriculture, U.S. Department of Agriculture, 2023, 2024 (ad hoc reviewer)

European Science Foundation, 2023

German Research Foundation, 2022

US-Israel Binational Agricultural Research and Development Fund, 2019

Agence Nationale de la Recherche France, 2016

U.S. Department of Agriculture, Marketing Service, Federal-State Marketing Improvement Program, 2015

4. Organizer of Academic Workshops and Conferences

'Survey Design and Experimental Methods in Applied and Agricultural Economics,' Summer School at Michigan State University; East Lansing, MI, Co-Chair, 2024

'Survey Design and Experimental Methods in Applied and Agricultural Economics,' Workshop, Arizona State University, Chair, 2023

'Building Interdisciplinary Collaborations to Transform Food and Agriculture into Circular Systems: A Mid-Career Mentoring Workshop,' Workshop, Kansas City, MO; Member of Steering Committee, 2022

'Survey Design and Experimental Methods in Applied and Agricultural Economics,' Summer School at Michigan State University; East Lansing, MI, Co-Chair, 2022

'Arizona Workshop on Ethics in Applied Economics,' Workshop at University of Arizona, Tucson, AZ; Co-Organizer, 2022

'Survey Design and Experimental Methods in Applied and Agricultural Economics,' Virtual Winter School at Arizona State University; Chair, 2021

'Introduction to Choice Experiments,' Virtual Summer School at Arizona State University; Chair, 2020

'Raising the Impact of Agricultural Economics: Multidisciplinarity, Stakeholder Engagement and Novel Approaches,' XVI European Association of Agricultural Economists Congress,

Prague, Czech Republic; Member of Program Committee and Reviewer, Prague, Czech Republic, 2020 / 2021

'Recent Developments in Experimental Economics,' Post-conference workshop at Annual Meetings of the Agricultural & Applied Economics Association, Chicago, IL; Chair, 2017

'The "How-To" of Experimental Economics in Agricultural, Environmental and Applied Research,' Pre-conference workshop at Annual Meetings of the Agricultural & Applied Economics Association, Boston, MA; Chair, 2016

'Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues,' Post-conference workshop at Annual Meetings of the Agricultural & Applied Economics Association, San Francisco, CA; Chair, 2015

'Recent Trends in Experimental Economics,' Pre-conference workshop at European Association of Agricultural Economists Congress, Ljubljana, Slovenia; Chair, 2014

'Social Networks, Social Media and the Economics of Food,' 3rd Agricultural & Applied Economics Association Symposium, Montreal, Canada. Chair of scientific committee; Chair, 2014

'Food Environment: The Effects of Context on Food,' 2nd Agricultural & Applied Economics Association Symposium, Boston, MA. Member of Program Committee, 2012

'Consumer Behavior for a Sustainable Future,' 5th International Consumer Sciences Research Conference, Bonn, Germany. Chair of Program Committee; Member of Local Organizing Committee, 2011

'The Economics of Food, Food Choice and Health,' 115th European Association of Agriculture Economists Seminar, Munich, Germany. Member of Local Organizing Committee; Contact Person, 2010

'Challenges of Consumer Research and Food in a Changing Environment,' Workshop, Munich, Germany; Co-Chair, 2009

'Commodity Research,' Workshop, Bonn, Germany, Chair, 2009

5. Organizer of Invited Sessions at Conferences

'Food for the Future,' Invited Panel, International Conference of Agricultural Economists, Vancouver, Canada, 2018

'Controversies and Frontiers in Experimental Economics,' Annual Meetings of the Agricultural & Applied Economics Association, San Francisco, CA, 2015

'Attitudes, Perceptions and Values: Determinants of Decision Making,' Annual Meetings of the Agricultural & Applied Economics Association, Seattle, WA, 2012

6. Organizer of Track Sessions & Symposia at Conferences

'Advances in Behavioral and Experimental Economics in Applied and Agricultural Economics,' Annual Meetings of the Agricultural & Applied Economics Association, Washington, DC, 2023

'Best practices for conducting and publishing experiments in agricultural and food economics,' Annual Meetings of the Agricultural & Applied Economics Association, Washington, DC; with M. Palma, 2023

- 'Alternative agri-food products to tackle climate change,' Annual Meetings of the Agricultural & Applied Economics Association, Washington, DC; with J. Kolodinsky, 2023
- 'Recent Innovations in Behavioral and Experimental Economics by Agricultural and Applied Economists,' Annual Meetings of the Agricultural & Applied Economics Association, Anaheim, CA, 2022
- 'Advancements in Food Marketing and Policy through Agricultural Economics Experiments,' Annual Meetings of the Agricultural & Applied Economics Association, Anaheim, CA; with J. Kolodinsky, 2022
- 'Labeling Initiatives and Public Policy,' Annual Meetings of the Agricultural & Applied Economics Association, Anaheim, CA; with J. Kolodinsky, 2022
- 'Towards Open Science: Transparency in International Agricultural Economics,' Organized Symposium, International Conference of Agricultural Economists, Online, 2021
- '2021 Trends in Experimental and Behavioral Economics,' Annual Meetings of the Agricultural & Applied Economics Association, Austin, TX; with K.L. DeLong and V. Caputo, 2021
- 'What do Clean Labels do for Food Safety and Food Marketing? Experimental Evidence on Consumer Behavior,' Annual Meetings of the Agricultural & Applied Economics Association, Austin, TX; with J. Kolodinsky, 2021
- 'Advances in Food Security and Food Safety – A Session to Honor Dr. Helen Jensen,' Annual Meetings of the Agricultural & Applied Economics Association, Austin, TX; with A. Hanks and M. Muth, 2021
- 'Trends in Consumer Demand—Back to the 4 Ps in a Global Market,' Annual Meetings of the Agricultural & Applied Economics Association, Austin, TX; with J. Kolodinsky, 2021
- 'New Trends in Experimental and Behavioral Economics--2020 Edition,' Annual Meetings of the Agricultural & Applied Economics Association, Virtually; with V. Caputo and M. Segovia, 2020
- 'The Economics of New Technologies in Livestock - Innovation, Regulation and Return on Investment,' Annual Meetings of the Agricultural & Applied Economics Association, Virtually; with E. Goddard, 2020
- 'Tackling Food Safety and Quality Challenges along the Food Supply Chain,' Annual Meetings of the Agricultural & Applied Economics Association, Virtually; with Z. Gao, 2020
- 'Advancements in Experimental and Behavioral Methods used in Agricultural Economics,' Annual Meetings of the Agricultural & Applied Economics Association, Atlanta, GA; with V. Caputo, 2019
- 'Impact of Innovative Food Systems and Farm2School on Food Access and Food Choices,' Annual Meetings of the Agricultural & Applied Economics Association, Atlanta, GA; with J. Kolodinsky and A. Bonanno, 2019
- 'The Impact of Food System Transformations on Community Development,' Annual Meetings of the Agricultural & Applied Economics Association, Washington, DC; with J. Kolodinsky, 2018
- 'Advancements in Experimental and Behavioral Economic Methods,' Annual Meetings of the Agricultural & Applied Economics Association, Washington, DC; with H. Khachatryan, 2018
- 'Experiments in Applied and Agricultural Economics – Featuring Tomorrow's Researchers,' Annual Meetings of the Agricultural & Applied Economics Association, Chicago, IL, 2017

- 'Using New Technologies to Advance Behavioral and Experimental Economics,' Annual Meetings of the Agricultural & Applied Economics Association, Chicago, IL; with J. Kolodinsky, 2017
- 'Marketing Policy Implications of Food: Consumer Behavior and Labeling Policy from Different Perspectives,' Annual Meetings of the Agricultural & Applied Economics Association, Chicago, IL; with M. Costanigro and J. Kolodinsky, 2017
- 'Transformations in Food Systems: Opportunities and Challenges for Alternative Food Systems,' Annual Meetings of the Agricultural & Applied Economics Association, Boston, MA, 2016
- 'How do you Choose your Food? Insights from Behavioral Economics,' Annual Meetings of the Agricultural & Applied Economics Association, Boston, MA; with K.E. Lewis, 2016
- 'Where are they Now? Research Updates from Graduates of the Behavioral Economics Workshop,' Annual Meetings of the Agricultural & Applied Economics Association, Boston, MA; with C. Schroeter, 2016
- 'Investigating Decision Making: The Inclusion of Eye Tracking in Economic Experiments,' Annual Meetings of the Agricultural & Applied Economics Association, San Francisco, CA, 2015
- 'Global Trends in Marketing and Demand of Meat and Dairy Products,' Annual Meetings of the Agricultural & Applied Economics Association, Minneapolis, MN; with C. Schroeter, 2014
- 'Is it Healthier, Tastier, and Who Buys it?...– Current Issues Surrounding Organic Food Production and Consumption,' Annual Meetings of the Agricultural & Applied Economics Association, Washington, DC; with C. Schroeter, 2013
- 'Value Added Meat Marketing around the Globe: International Insights on Safety, Health, and Convenience,' Annual Meetings of the Agricultural & Applied Economics Association, Seattle, WA; with S. Mueller Loose, 2012
- 'Marketing Sustainability: Demand Side, Supply Side and Welfare Aspects,' Annual Meetings of the Agricultural & Applied Economics Association, Pittsburgh, PA, 2011
- 'Promoting Food Choice and Health for Children: Political, Economic, and Behavioral Aspects,' Annual Meetings of the Agricultural & Applied Economics Association, Denver, CO; with L. Drescher, 2010
- 'Food Safety and Food Technologies: International Comparisons of Consumer Perception and Willingness to Pay,' Annual Meetings of the Agricultural & Applied Economics Association, Milwaukee, WI; with C. Yue, 2009

7. Organizer of Student and Employee Development Workshops

- 'Inspiration! The Path of Teaching, Learning and Living,' Empowering Sun Devils Workshop Series, Virtual, 2023
- 'Change your Posture, Change your Feelings!' Empowering Sun Devils Workshop Series, Virtual, 2023
- 'Power of Purpose,' Empowering Sun Devils Workshop Series, Mesa, AZ, 2023
- 'Eat Mindfully & Live Vibrantly!' Empowering Sun Devils Workshop Series, Mesa, AZ, 2023
- 'Becoming Friends with Your Body,' Empowering Sun Devils Workshop Series, Mesa, AZ, 2022

- 'Revolutionize Your Responses to What the World Brings to You: Tools to Calm and Center the Mind, Relax Anxiety and Nervousness,' Empowering Sun Devils Workshop Series, Virtual, 2022
- 'Power of Posture,' Empowering Sun Devils Workshop Series, Tempe, AZ, 2022
- 'Create Your Own Happiness,' Empowering Sun Devils Workshop Series, Tempe, AZ, 2022
- 'The Psychology of Eating, Exercise, and Meditation: A Holistic Approach to Personal Well-Being in Mind/Body/Spirit,' Empowering Sun Devils Workshop Series, Tempe, AZ, 2022
- 'Inspiring Yourself and Others Through Teaching and Learning,' Summer Refresher: Navigating Stress and Preparing to Teach In-Person Again; Tempe, AZ, with D. Gruber, 2021
- 'Tools to Calm and Center the Mind for Teaching,' Summer Refresher: Navigating Stress and Preparing to Teach In-Person Again; Virtual, with D. Gruber, 2021
- 'Managing Emotions as You Teach,' Summer Refresher: Navigating Stress and Preparing to Teach In-Person Again; Virtual, with D. Gruber, 2021
- 'Teaching with Purpose,' Summer Refresher: Navigating Stress and Preparing to Teach In-Person Again; Tempe, AZ, with D. Gruber, 2021

8. Professional Memberships

Agricultural & Applied Economics Association,
 Economic Science Association, International Association of Agricultural Economists, International Association for Research in Economic Psychology / Society for the Advancement of Behavioral Economics, Sigma Alpha-Apha Nu

VI. AWARDS, HONORS AND COMMUNITY SERVICE

A. Awards and Honors

- Centennial Professorship Award Associated Students of Arizona State University, 2022
- Huizingh Award for Undergraduate Service to Students W. P. Carey School of Business, Arizona State University, 2022
- Student Organization Advisor of the Year Award The Polys, Arizona State University, 2022
- College Marshal Fall Commencement Ceremony, Arizona State University, 2022
- Outstanding Graduate Teaching Award (Finalist) W. P. Carey School of Business, Arizona State University, 2022 & 2023
- Huizingh Award for Undergraduate Service to Students (Finalist) W. P. Carey School of Business, Arizona State University, 2020 & 2021
- 'Entrepreneurial Approach to Learning' Teaching Innovation Award (Finalist) W. P. Carey School of Business, Arizona State University, 2020 & 2021
- Sigma Alpha-Apha Nu 2020
- W. P. Carey Dean's Mid-Career Research Award W. P. Carey School of Business, Arizona State University, 2020

Dean's List for Teaching Impact Honoree W. P. Carey School of Business, Arizona State University, 2019-2020, 2020-2021, 2021-2022, 2022-2023

Student Organization Advisor of the Year (Finalist) The Polys, Arizona State University, 2019 & 2021

Professor of the Year Award Chamber of Commerce, Apache Junction, 2019

Sylvia Lane Mentor Fellowship Sylvia Lane Mentorship Fund. Mentor: Jayson L. Lusk, Oklahoma State University, 2011

Award for junior professionals showing outstanding success in Germany's food economy Foundation Goldener Zuckerhut, 2006

Award for the article "Healthy Diets" Media Association Lower-Saxony, Lower-Saxony Junior Media Awards, 1996

B. Community Service (appointed)

Evaluation Committee of the Gilbert Public School System's Agricultural Education Program, 2014 – 2018

Leading FFA ("Future Farmers of America") Food Science State Contest in Arizona, 2013 – 2018

Supporting FFA Food Science District Contest in Maricopa County, AZ, 2013 – 2015, 2023