

BIRGIT GASSLER

Postdoctoral Research Associate

University of Göttingen, Chair of Marketing for Food and Agricultural Products,
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RESEARCH AREAS AND EXPERTISE

Consumer behavior, marketing of credence goods, labeling and supply chain certification standards, quantitative methods (choice experiments, experimental auctions, structural equation modelling)

EDUCATION

- 2017 **PhD, November, 2017.** (Dr. des.) University of Göttingen, Göttingen, Germany
Supervisor: Prof. Dr. Achim Spiller, Chair of Marketing for Food and Agricultural Products.
Co-Supervisors: Prof. Xiaohua Yu, PhD, Prof. Yasemin Boztug
Dissertation: *“Mainstreaming Sustainable Consumption: Essays on preferences, labelling, and supply chain mechanisms”*
- 2013 **Dipl.-Ing. (MSc equivalent). Agricultural and Food Economics,** University of Natural Resources and Life Sciences (BOKU), Vienna, Austria. Thesis: *How green is your Grüner? Using discrete choice to measure consumer preferences and the potential for eco-labels among young adult wine consumers in Austria. Passed with distinction*
- 2010 **Bakk.techn. (BSc equivalent). Environment and Bio-Resources Management,** University of Natural Resources and Life Sciences, Vienna, Austria. *Passed with distinction*
- 2006 **A-Levels.** HAK Mistelbach (Commercial College), Mistelbach, Austria. *Passed with distinction*
- 2006 **Skilled-workers certificate in Viticulture and Enology.** AGRO-HAK Mistelbach, cooperation of the Agricultural College and the Commercial College Mistelbach, Austria.

EMPLOYMENT

- 12/2017 – Postdoctoral Research Associate, Chair of Marketing for Food and Agricultural Products, University of Göttingen.
- 05/2017 – Research Associate, Chair of Marketing for Food and Agricultural Products, University of Göttingen. Maternity leave cover in the projects:
TRANSKOLL – Transparency and Transformation in the regional food industry. Collaborative approaches for more sustainability from the raw material to the end consumer. (BMBF)
- 04/2014 – Research Associate, Research Training Group “GRK1666: Transformation of Global Agri-Food System”, Chair of Marketing for Food and Agricultural Products, University of Göttingen.
- 10/2013 - Research Assistant, Microeconomics subject group,
03/2014 University of Osnabrück.

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

Tasting Organic: The influence of taste and quality perceptions on the willingness to pay for organic wine. Birgit Gassler, Carina Fronzeck, Achim Spiller. *Forthcoming in: International Journal of Wine Business Research*.

Is it all in the MIX? Consumer preferences for segregated and mass balance certified sustainable palm oil. Birgit Gassler, Achim Spiller. *Journal of Cleaner Production*, 195, 21-31, 2018. <https://doi.org/10.1016/j.jclepro.2018.05.039>

Keep on grazing: Factors driving the pasture raised milk market in Germany. Birgit Gassler, Qian Xiao, Sarah Kühl, Achim Spiller. *British Food Journal*, 120(2), 452-467, 2018. <https://doi.org/10.1108/BFJ-03-2017-0128>

Labeling strategies to overcome the problem of niche markets for sustainable milk products: The example of pasture-raised milk. Sarah Kühl, Birgit Gassler, Achim Spiller. *Journal of Dairy Science*, 100(6), 4197-5118, 2017. <https://doi.org/10.3168/jds.2016-11997>

Exploring consumers' expectations of sustainability in mature and emerging markets. Birgit Gassler, Marie v. Meyer-Höfer, Achim Spiller. *Journal of Global Marketing*, 29(2), 71-84, 2016. <https://doi.org/10.1080/08911762.2015.1133869>

Millennial wine consumer's preferences and willingness-to-pay for eco-labeled wine. Birgit Gassler. *Austrian Journal of Agricultural Economics*, 24, 131-140, 2015.

OTHER PUBLICATIONS

Bürgerbewertung unterschiedlicher Haltungssysteme von Milchkühen, Mastschweinen und Masthühnchen: Ein systematischer Vergleich. Kühl, S., Sonntag, W.I., Gauß, N., Gassler, B., & Spiller, A. In: Christoph-Schulz, I. *Journal of Consumer Protection and Food Safety*, 2018. <https://doi.org/10.1007/s00003-017-1144-7>.

Bürgerreaktionen auf Zielkonflikte in der Hühnchenmast. Sonntag, W., Golze, S., Kutschbach, A., Gassler, B., Spiller, A. In: Christoph-Schulz, I. *Journal of Consumer Protection and Food Safety*, 2018. <https://doi.org/10.1007/s00003-017-1144-7>.

How green is your Grüner? Using discrete choice to measure consumer preferences and the potential for eco-labels among young adult wine consumers in Austria. Gassler, B. *Master Thesis*, University of Natural Resources and Life Sciences, Vienna, 78p.

WORKING PAPERS

Mainstreaming Farm Animal Welfare: Mass balance certification and its potential for market-based change in the meat supply chain. Birgit Gassler, Sarah Kühl, Achim Spiller. *Working paper*

WORK IN PROGRESS

Believes and ethical motives for animal welfare friendlier purchases: cross-national insights from an extended theory of planned behavior model (GER, NL, US consumers)

The extent of over claiming in consumers' stated farm animal welfare preferences

Utility maximizers or regret minimizers? Choice experiments with AT and CN wine consumers

Modern or traditional: Purchase intent and consumer segmentation based on wine label preferences

Cooperation for sustainability actions along the value chain: insights from the German food industry

AWARDS & SCHOLARSHIPS

2014 Preis der Österreichischen Gesellschaft für Agrarökonomie - awarded for a Master thesis.

2013 Förderpreis der Österreichischen Hagelversicherung - awarded for a Master thesis.

2012 Merit-based scholarship, University of Natural Resources and Life Sciences, Vienna.

PRESENTATIONS AT INTERNATIONAL SCIENTIFIC CONFERENCES

2017 GlobalFood Symposium, Göttingen, DE.

2017 Workshop on Social Science of Agriculture, Food and Environment, Kyoto, JP.

2016 IFAMA World Conference, Aarhus, DK.

2015 DAAD Workshop 'Ethical food consumption meets marketing research', Göttingen, DE.

2015 EAAE-AAEA Joint Seminar 'Consumer Behavior in a Changing World: Food, Culture, Society', Naples, IT.

2014 International Conference on Food Security and Rural Development, Nanjing, PR China.

2014 24. Jahrestagung der Österreichischen Gesellschaft für Agrarökonomie, Vienna, AT.

TEACHING EXPERIENCE

Spring 2018 Corporate Social Responsibility im Agribusiness: Gesellschaftliche Erwartungen als Managementherausforderung (Master level)

Spring 2017 Guest lecturer for the module "Empirical survey methods in Agri-Business"
Lectures on choice experiments and experimental auctions. (Master level)

Spring 2015 Tutored bachelor students in writing seminar papers in the module "Management
Spring 2016 studies in the agri-food sector" on "Specialty products marketing". Organized a field trip for 25 bachelor students to agri-business firms (in 2015).

Fall 2013/14 Prepared a biweekly exercise class for 20 students in the module "Economics M IV: Exercises in microeconomics III (Behavioral and Experimental Economics)", University of Osnabrück.

MENTORING & SUPERVISION OF MASTER STUDENTS

Developed research ideas, guided data collection and data analysis, aided in the final grading of the following 7 master students: Geogilashvili, D. (12/2015); Xiao, Q. (04/2016); Hinz, S. (07/2016); Fronzeck, C. (08/2016); Melka, T. (05/2017); Rehan, T. (05/2017); Kirchhoff, C. (09/2017)

SOFTWARE SKILLS

Scientific Software: R, STATA, SPSS, SPSS AMOS, GAMS, NetLogo
Other: UNIPARK, ArcGIS

LANGUAGES

German native
English excellent
French, Russian basic knowledge

FURTHER PROFESSIONAL EXPERIENCE

2016/17 Conference Organization: Third GlobalFood Symposium, April 28-29, 2017.
2010 - 2013 Member of the municipal council, municipality Kreuttal, Austria
July - August 2013 Contributed to projects on “Sustainability Indicators for Austrian Agriculture”,
and “EU Food Price Transmission” under the supervision of Dr. Franz Sinabell,
WIFO Wien
2007/08/10/12 Internships with the Austrian food industry:
- Drafting reports on the African sugar industry (AGRANA Beteiligungs-AG)
- Assistance to the secretary of the CEO and CFO (AGRANA Beteiligungs-AG)
- Accounting of seed sales between groups and branches (RWA AG)
Continuously Marketing and Sales at the family-run winery, Hautzendorf, Austria
- Sales and customer relations

Updated July, 2018