

## Name: Jutta Roosen



**Age:** 46

**Nationality:** German

**Current position:** Professor, Technical University of Munich ([www.tum.de](http://www.tum.de)).

**Research areas:** Specializing in consumer economics, focusing on consumers' perception of food products and consequences for markets and policy. Research considers the influences of culture, acceptance of new food technologies, consumers' health and nutrition behaviour

**Education:** Ph.D., Economics (Iowa State University, 1999)  
M.A., Agricultural Economics (Washington State University, 1995)  
Undergraduate Studies in Agricultural Sciences (University of Bonn)

**Other responsibilities and positions:**

- Editorial Board Member for Agricultural Economics & Food Policy, Vice-dean TUM School of Management

**Personal home page:** <http://www.mcr.wi.tum.de/index.php?id=roosen&L=1>

**Selected publications (max 5):**

1. Aue, Katja, Jutta Roosen, & Helen H. Jensen (2016). Poverty dynamics in Germany: Evidence on the relationship between persistent poverty and health behavior. *Social Sciences and Medicine* 153: 62-70.
2. Reitmeier, Martina E., & Jutta Roosen (2015). Life transitions and brand switching: How changes in social relationships are linked to changes in yoghurt brand and grocery chain choice. *Canadian Journal of Agricultural Economics* 63(4): 475-490.
3. Grebitus, Carola, Jutta Roosen, & Carolin C. Seitz (2015). Visual attention and choice: A behavioral economics perspective on food decisions. *Journal of Agricultural & Food Industrial Organization* 13(1): 73-81.
4. Lusk, J.L., J. Roosen, A. Bieberstein, 2014. Consumer acceptance of new food technologies: Causes and roots of controversies. *Annual Reviews of Resource Economics* 6: 381-405.
5. Roosen, J., S. Marette, S. Blanchemanche, P. Verger, 2009. Does Health Risk Information Matter for Modifying Consumption? A Field Measuring the Impact of Risk Information on Fish Consumption. *Review of Agricultural Economics*, 31(1): 2-20

**Challenges facing the EAAE:**

The EAAE is successful in attracting members from the field of agricultural economics and related disciplines. The format of EAAE seminars organized by different members and their institutions allows for a broad and attractive base in providing service for the members. However, the disciplinary breadth across the different seminars is not fully reflected in all other activities of the association. The EAAE has to constantly reevaluate the (inter)disciplinary focus of the association's activities. Related to this is the changing environment in which the members are working in their universities, research institutions and the like. Additional conference workshops may provide young members with benefits of theory and methods training. Finally, communication between members is constantly changing. Online material, networking and publication outlets etc need to be further developed by the EAAE to foster communication between members and with the public at large.

**What I would like to see achieved in the next Board period (September 2017 – August 2020):**

I would like to see the association as a reliable source of information and as the networking platform on issues related to agricultural, food and rural economics in Europe. New forms of participation and possibilities for young members in taking leadership roles in the association will be established. The association will take an active role in the changing environment of disciplinary and interdisciplinary publications and science communication to the general public.