

## Name: Jutta Roosen



**Age:** 49

**Nationality:** German

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

**Research areas:** I specialise in consumer economics, focusing on consumers' perception of food products to provide recommendations for markets and policy. My research considers the influence of culture, the acceptance of new food technologies, and consumers' health and dietary 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 *Food Policy* and *Review of Agricultural, Food and Environmental Studies*
- Dean of Studies - Agricultural and Horticultural Studies, TUM

**Personal home page:** <https://www.professors.wi.tum.de/en/mcr/about-us/team/prof-dr-jutta-roosen/>

### Selected publications (max 5):

1. Hassauer, C., J. Roosen (2020). Toward a conceptual framework for food safety criteria: Analyzing evidence practices using the case of plant protection products. *Safety Science* (127): 104683. DOI: 10.1016/j.ssci.2020.104683
2. Mohr, B., I. Dolgoplova, J. Roosen (2019). The Influence of Sex and Self-Control on the Efficacy of Nudges in Lowering the Energy Content of Food During a Fast Food Order. *Appetite*: 141. DOI: j.appet.2019.06.006.
3. Dahlhausen, J., C. Rungie, J. Roosen (2018). The value of labelling credence attributes - Common structures and individual preferences. *Agricultural Economics* 48: 741-751. DOI: 10.1111/agec.12456
4. Van Loo, E. J., C. Grebitus, R. M. Nayga, W. Verbeke, 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. DOI: 10.1093/aep/ppy022
5. Dolgoplova, I., J. Roosen (2018). Competitive niche in milk pricing: Analyzing price dynamics of GMO-free, organic, and conventional milk in Germany during 2009-2010. *Food Policy* 78: 51-57.

### 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 members and their institutions provides an opportunity to exchange ideas, advance methods and offer insights in agricultural economics. However, the disciplinary breadth across the different seminars is not fully reflected in all other activities of the association that adhere to a more classical definition of agricultural economics. The EAAE has to constantly re-evaluate the (inter-)disciplinary

focus of the association's activities. Related to this is the changing institutional environment in which the members are working at their respective universities, research institutes, and the like where the disciplinary boundaries are shifting and not all agricultural economists are working in classical agricultural economics departments. The EAAE needs to respond to these shifts and needs to encourage the exchange between neighbouring disciplines. Finally, communication between members is constantly changing. Online material, networking via social media, or publication outlets 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 2020 – August 2023):**

We should further advance the EAAE's position as Europe's reliable source of information in the field of agricultural, food and rural economics in Europe and as a networking platform that brings together researchers and practitioners. In the past years, the EAAE and the European Agricultural and Applied Economics Publication (EAAEP) foundation have joined forces to advance the publishing activities in the field of agricultural economics in Europe. Now, that the EAAEP has been installed as the publication committee of the association, I would like to see the EAAE and its board to bundle its resources and work more with the help of such committees. This will allow for effective leadership in agricultural economics in Europe and offer new ways of communication and membership engagement. In particular, I would like to see the association to be regularly involved in online communication and in social media. A way to achieve this may be the installation of a communication committee. In addition, the way of communication via the existing channels such as the Liaison Officers will be strengthened. Also the cooperation with sister organizations at the national level or in neighbouring disciplines as the ones in environmental economics may be fostered.