

# Curriculum Vitae

updated August 2021

---

## Kristin Jürkenbeck

✉ kristin.juerkenbeck@uni-goettingen.de

🔗 <https://www.uni-goettingen.de/de/558452.html>



## RESEARCH INTEREST

---

Behaviour Change, Sustainable Nutrition & Agriculture, Food Consumption, Environmental Sustainability, Habitual Food Behaviour, Innovative farming systems

## METHODS & EXPERTISE

---

Cross-sectional research, Choice experiments, Interviews, Online-surveys  
Clustering approaches: latent class, latent profile, hierarchical methods, k-means  
Discrete choice analysis, Structural Equation Modelling, Qualitative content analysis

## PROFESSIONAL DEVELOPMENT

---

- |                     |   |
|---------------------|---|
| Since<br>08/2020    | <b>Postdoctoral Researcher</b><br>University of Goettingen, Marketing for Food and Agricultural Products<br>Research in the field of sustainable nutrition especially health and environmental challenges in consumer behaviour<br>Research Associate in the Project ReformBIO - Reformulation strategies for organic food, work package: State of research and consumer expectations and preferred reformulation strategies, Regular task: Supervision of master- and bachelor students, Development of research proposals |
| 03/2017–<br>07/2020 | <b>PhD Position</b><br>University of Goettingen, Marketing for Food and Agricultural Products<br>Research Associate in the Project PETRA <sup>q+n</sup> - Participatory development of quality tomatoes for sustainable regional sustainable regional cultivation, work package: Quality formation, consumer behaviour and marketing, Regular task: Supervision of master- and bachelor students  |

## EDUCATION

---

- |                     |  |
|---------------------|--|
| 03/2017–<br>07/2020 | PhD, University of Goettingen,<br>Thesis: Determinants of Sustainable Food Choice<br>Supervisor: Prof. Dr. Achim Spiller,<br>Faculty of Agricultural Sciences, Chair of Marketing for Food and Agricultural Products |
| 09/2018–<br>12/2018 | Research stay, University of South Australia, Adelaide, Australia<br>School of Marketing (Ehrenberg-Bass Institute),<br>Supervisor: Prof. Dr. Svetlana Bogomolova  |

- 04/2013–  
08/2015      Master of Arts. International Management – International Marketing.  
IU Internationale Hochschule, Bad Honnef, Germany.  
Thesis: The influence of branding of teenagers’ decision-making when  
consuming new products - A study on Coca Cola Life
- 04/2010–  
03/2013      Bachelor of Arts. Media and Communication Management.  
Mediadesign Hochschule. Düsseldorf, Germany.  
Thesis: The influence of social media on consumers purchase behaviour - An  
example of Adidas Neo stores

## **SCHOLARSHIPS & GRANTS**

---

- Since 01/2021      Participant in the 11<sup>th</sup> round of the Dorothea Schlözer Mentoring Programme,  
addressed to female scientists in their early postdoctoral phase to promote them on  
their way to a leading position in science. Attended workshops: research funding,  
leadership
- Since 12/2020      Scholarship of a one-year postdoctoral position from the Department of Agricultural  
Economics and Rural Development of the University of Goettingen
- 09/2018–  
12/2018      Scholarship from the Deutsch Akademischer Austauschdienst (DAAD) for a  
research stay at the School of Marketing (Ehrenberg-Bass Institute), University of  
South Australia, Adelaide, Australia
- 05/2018      Travel grant from the Alumni e.V. Göttingen for the 3<sup>rd</sup> Asian Sensory and  
Consumer Research Symposium (SenseAsia), Kuala Lumpur, Malaysia

## **SOFTWARE**

---

- Scientific      Stata, SPSS, SmartPLS, Sawtooth (Lighthouse Studio), MAXQDA  
Software
- Survey      Unipark, Sawtooth (Lighthouse Studio)  
Software

## **LANGUAGES**

---

- German      native  
English      excellent