

Curriculum Vitae

Personal Details

Date of Birth: 31st July 1978
Nationality: German

Currently Held Positions

Since 04/2018 **Professor, Chair of Consumer Behaviour**, Department of Consumer Behaviour, Nutritional Communication and Sociology, Faculty of Agricultural Sciences, Nutritional Sciences and Environmental Management, Justus-Liebig-University, Gießen, Germany

Since 01/2018 **Professor (mso) in Sustainable Consumption**, Department of Management, Society and Communication, CBS Sustainability, Copenhagen Business School, Denmark

Since 06/2015 **Honorary Research Fellow**, Business School, the University of Western Australia, Australia

Education

07/2005 – 02/2009 **Doctorate in Economics and Business Administration** (Wirtschaftswissenschaften) (Dr. oec.), University of Hohenheim, Germany
Thesis: "Die Persistenz der geschlechtsspezifischen Arbeitsteilung - Eine Analyse auf Basis der Zeitbudgeterhebungen des Statistischen Bundesamts" ('Persistence of gender-specific division of work – An analysis on the basis of time use survey data from the German Federal Statistical Office')

10/1999 – 06/2005 **Diplom Sozialökonomin** (Dipl. oec. soc., equivalent to MSc in Economics), University of Hohenheim, Germany

09/1991 – 06/1998 **German High School Diploma** (Abitur), Albert-Einstein-Gymnasium, Frankenthal (Pfalz), Germany

09/1990 – 08/1991 Friedensschule, Gartz/Oder, Germany

Professional Experience (Academic & Non-Academic)

| | |
|-------------------|---|
| 01/2013 – 12/2017 | Associate Professor in Transformative Consumer Behaviour and Sustainability , Department of Management, Society and Communication, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark |
| 09/2016 – 11/2016 | Visiting Fellow , Department of Economics, University of Western Australia Business School, Australia |
| 07/2013 – 09/2016 | PhD coordinator , PhD School in Organization and Management Studies (OMS), Department of Intercultural Communication and Management, Copenhagen Business School, Denmark |
| 01/2015 – 04/2015 | Visiting Fellow , Department of Marketing, University of Western Australia Business School, Australia |
| 09/2010 – 12/2012 | Assistant Professor , Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark |
| 09/2009 – 08/2010 | Postdoc , Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark |
| 07/2008 – 08/2009 | Research Assistant , Department of Intercultural Communication and Management, Centre for Corporate Social Responsibility, Copenhagen Business School, Denmark |
| 07/2005 – 12/2010 | Research Assistant , Chair for Household and Consumer Economics as well as Gender Economics, University of Hohenheim, Germany |
| 07/2004 – 10/2004 | IBG e.V., Stuttgart, Germany, intern, organizing and leading a work camp with refugees |
| 11/2002 – 06/2005 | University of Hohenheim, Germany, graduate assistant, webmaster |
| 01/2000 – 04/2002 | DaimlerChrysler AG, Stuttgart, Germany, working student in Media Logistics |
| 05/2002 – 10/2002 | BASF AG, Ludwigshafen, Germany, intern in Strategic Marketing, Feed Additives, prepared long-term strategy paper |

Research Interests

- Sustainable consumption
- Health behaviour
- Behavioural economics
- Behaviour change
- Consumer policy / public health policy

Teaching Experience (Selection)

- Teaching activities at the Copenhagen Business School and University of Hohenheim in the areas of consumer economics, consumer behaviour, consumer culture, business ethics, health economics, quantitative and qualitative methods at Bachelor-, Master and PhD course level
- Supervision of term papers as well as Bachelor's/ Master's/ Diploma theses

Current Teaching Activities

- Undergraduate:
 - Consumer Policy (Verbraucherpolitik)
 - Consumer and markets (Verbraucher und Märkte)
 - Consumer behaviour (Verbraucherverhalten)
 - People-planet interactions (Interaktion Mensch und Umwelt)
- Graduate:
 - Methods of consumer research (Methoden der Verbraucherforschung)
 - Consumer behaviour theories (Theorien des Verbraucherverhaltens)
 - Nutrition and health behaviour change (Veränderungen von Ernährungs- und Gesundheitsverhalten)
 - Sustainable consumption (Nachhaltiger Konsum)
 - Healthy people – healthy planet (Gesunder Mensch – Gesunde Umwelt)

PhD Education

- PhD primary supervisor:
 - Patricia Bettina Wowra, PhD student at the Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, topic: "Moving towards a sustainable diet – Application of a stage model to the purchase of meat" (08/2018 –)
 - Romy Volpers, PhD student at the Faculty of Agricultural Sciences, Nutritional Sciences, and Environmental Management, topic: "The promotion of sustainable

nutritional behaviour – To what extent is there a relationship between self-determination and behavioural control?” (08/2018 –)

- Kristian Steensen Nielsen, PhD student at the Department of Intercultural Communication and Management, topic: “Narrowing the attitude-behaviour gap in sustainable consumption – How self-control impacts sustainable behaviour and subjective well-being” (05/2016 – 04/2019 within the Mistra Future Fashion Phase II project)
- Tina Müller, PhD student at the Department of Intercultural Communication and Management, topic: “Consumers' acceptance of recycled textile products – closing the intention-behaviour gap” (01/2016 – 12/2018, within the Trash-2-Cash project)
- Sarah Netter, PhD student at the Department of Intercultural Communication and Management, topic: “Exploring the sharing economy – The case of fashion” (Defence: December 2016)
- Chair of Assessment Committee of PhD thesis:
 - Kristian Roed Nielsen, “Crowdfunding for Sustainability – A study on the potential of reward-based crowdfunding in supporting sustainable entrepreneurship”, Copenhagen Business School, Denmark (November 2017)
- Member of Assessment Committee of PhD thesis:
 - Korenke, Ruben, “Nudging organic food purchases in supermarkets – Three pragmatic field experiments based on social norms, feedback and position”, Technische Universität Berlin, Germany (November 2020)
 - Livia Marian, “Organic and other product attributes – Consumer perceptions and buying behaviour regarding organic food products”, Business and Social Sciences, Aarhus University, Denmark (March 2015)
 - Muriel Verain, “Sustainable food consumption: A lifestyle segmentation approach”, Wageningen University, the Netherlands (December 2015)

Research Projects (Externally Funded)

Currently On-going:

02/2018 – 01/2023 **Inequality BIS** (Business in Society) platform. Lead of sub-theme “inequality & health”, a 5 year, 5.8 Mio DKK seed funding platform funded by CBS.

Prior Research Projects:

06/2015 – 05/2019 **MISTRA Future Fashion Phase II** – A project on sustainable fashion. Lead of tasks on sustainable fashion consumption, a 4 year, 40 Mio SEK project with 20 partners funded by Mistra Foundation, <http://www.mistrafuturefashion.com>.

06/2015 – 11/2018 **Trash-2-Cash** – Designed high-value products from zero-value waste textiles and fibres via design driven technologies: Designed high-value products from zero-value waste

- textiles and fibres via design driven technologies. A 3.5 years, 8 Mio EUR European H2020 Framework project with 18 partners, Chair of Work Package 6 "Evaluation of the business, environmental, and consumer potential of developed design concepts". <http://trash2cashproject.eu/>
- 02/2016 – 12/2018 **Redesign QR** – A project on upcycling of textiles, reference group member on consumer behaviour, a 3 year, 4 Mio NOK project funded by Oslofjord Foundation, <http://ostfold-forskning.no/no/prosjekter/redesign-qr/>
- 01/2014 – 12/2018 **Nudge-It** - The Neurobiology of Decision-Making in Eating - Innovative Tools. A 5 year, 9 Mio EUR European 7th Framework project with 9 partners. <http://www.nudge-it.eu/>
- 03/2012 – 02/2017 **I.FAMILY** - Determinants of eating behaviour in European children, adolescents and their parents. A 5 year, 9 Mio EUR European 7th Framework project with 15 partners, Co-chair of Work Package "Consumer awareness, ethical acceptability and policy implications". <http://www.ifamilystudy.eu/>
- 06/2011 – 05/2015 **MISTRA Future Fashion** – A project on sustainable fashion. Project lead for Project 7: "Sustainable consumption and consumer behaviour", a 4 year, 40 Mio SEK project with 20 partners funded by Mistra Foundation, <http://www.mistrafuturefashion.com>.
- 01/2010 – 12/2012 **CORPUS** - Enhancing connectivity between research and policy-making in sustainable consumption. A 3 year, 3 Mio EUR European 7th Framework Project with 11 partners, www.scp-knowledge.eu.
- 09/2006 – 02/2012 **IDEFICS Study** – Identification and prevention of Dietary – and lifestyle – induced health effects in children and infants. Working Area 07 "Consumer Science". A 5 year, 13 Mio EUR European 6th Framework Project with 31 partners, www.ideficsstudy.eu.
- 11/2009 – 02/2010 **Verbraucherumfrage Baden-Württemberg 2009** – *Schwerpunkt Senioren* Ministerium für Ernährung und Ländlichen Raum Baden-Württemberg (Ministry of Nutrition and Rural Areas Baden Württemberg), Stuttgart, Germany. (Report on consumer behaviour of the older generation)
- 07/2009 **Besonderheiten der Verbraucher im ländlichen Raum.** Ministerium für Ernährung und Ländlichen Raum Baden-Württemberg (Ministry of Nutrition and Rural Areas Baden-Württemberg), Stuttgart, Germany. (Report on rural and urban consumer behaviour)
- 03/2009 – 06/2009 **Financial cultures in Europe: Similarities & differences.** SCHUFA Holding AG, Wiesbaden, Germany. (Report on European financial cultures and credit scoring – with Prof. Lucia Reisch)

| | |
|-------------------|--|
| 01/2008 – 04/2008 | Migration and the labour market – <i>Analysis of the German Microcensus 2005</i> . OECD, Paris, France. (Data analyses on migrants and their labour market conditions) |
| 03/2006 – 09/2006 | Zeitstrukturen – <i>Zur Arbeit mit den Zeitbudget-Daten des Statistischen Bundesamts</i> . Subproject of: 2. Bericht zur sozioökonomischen Entwicklung Deutschlands (SOEB 2). SOFI (Sociological Research Institute), Göttingen, Germany. (Expertise on the German time use survey) |

Prizes and Stipends

| | |
|---------|---|
| 07/2018 | The Mittelstaedt Award for Macromarketing contributions |
| 11/2017 | Carlsberg Foundation, Support for SCORAI conference in June 2018 at CBS, 60,000 DKK |
| 11/2017 | International Network Programme (INP) grant, Danish Agency for Science and Higher Education, "Sustainable Life styles in the 21st Century", 148,000 DKK |
| 11/2016 | BHP Billiton Visiting Professor Scheme at University of Western Australia UWA, Grant 5,000 AUD |
| 05/2016 | The Journal of Consumer Policy Outstanding Reviewer Award 2016, doi: 10.1007/s10603-016-9321-0 |
| 11/2015 | DSEB Research Prize 2015 – "Research prize for exemplary and innovative value creating research in the course of 2014-2015", Danish Society for Education and Business DSEB and Copenhagen Business School, 60,000 DKK. |

Memberships, Editorial Work and Peer Reviewing

| | |
|------------------------------|--|
| Co-editor: | Business & Society (since 2020) |
| Associate Editor: | Journal of Macromarketing (since July 2017) |
| Editorial Board Memberships: | Journal of Consumer Policy (since 06/2012) Macromarketing Society (since 06/2014) Sustainability (since 02/2020) |
| Guest Editor | "Behaviour change for sustainable consumption" in the Journal of Consumer Policy, 43 (2), (2020) Special issue on "Time allocation, consumption, and consumer policy" of the Journal of Consumer Policy, 33 (2), (2010) |

Ad-hoc Journal Reviewing:

| | |
|-----------------------------|---|
| Consumer journals: | Journal of Consumer Policy, Journal of Public Policy and Marketing, Journal of Macromarketing, Journal of Economic Psychology, Ecological Economics, International Journal of Consumer Studies, Journal of Consumer Behaviour, Marketing Theory, Social Indicators Research |
| Economic/business journals: | Journal of Health Economics, European Journal of Health Economics, Economics and Human Biology, Journal of Business Ethics, Journal of Corporate Citizenship, Journal of Family and Economic Issues, GAJA – Ökologische Perspektiven für Wissenschaft und Gesellschaft, Economic Record |
| Life science journals: | PlosONE, Clinical Nutrition, BMC Public Health, Journal of Nutrition Reviews, Paediatric and Perinatal Epidemiology, Nutrition, Metabolism & Cardiovascular Diseases, Health Promotion International |

Reviews for Funding Bodies:

Expert for the evaluation exercise Marie Skłodowska-Curie Individual Fellowships H2020-MSCA-IF European & Global Fellowships - Scientific Panel ECO- SOC-ENV (2016, 2017, 2020)

DFG reviewer for the Collaborative Research Centres Programme (2020)

AgreenSkills – International mobility grants co-funded by the European Union (2014, 2016)

Markedsmodningsfonden – financial support for Danish businesses (2014)

Swiss National Research Programme (NRP 60) – Gender Equality of the Swiss National Science Foundation (SNSF) (2009, 2011)

Membership of Professional Organizations

- CBS World Class Research Environment “Governing Responsible Business”
- Virtual Community on Sustainability and Consumption
- Danish Health Econometrics Network
- Netzwerk Verbraucherforschung (Network of consumer research, Federal Office of Consumer Protection and Food Safety)

Languages

German native speaker, English fluent, Danish fluent

Publications & Disseminations

Peer-reviewed articles

1. Thumann, B.F., Börnhorst, C., Ahrens, W., Arvidsson, L., **Gwozdz, W.**, Iguacel, I., Mårild, S., Molnár, D., Rach, S., Russo, P., Tornaritis, M., Veidebaum, T., De Henauw, S. & Michels, N. on behalf of the I. Family consortium (2020). Cross-Sectional and longitudinal associations between psychosocial well-being and cardiometabolic markers in European children and adolescents. *Psychosomatic Medicine* 82 (8), 764-773. <https://doi.org/10.1097/PSY.0000000000000845>
2. Nielsen, K.S., Stern, P.C., Dietz, T., Gilligan, J.M., van Vuuren, D.P., Figueroa, M.J., Folke, C., **Gwozdz, W.**, Ivanova, D., Reisch, L.A., Vandenbergh, M.P., Wolske, K.S. & Wood, R. (2020). Improving climate change mitigation analysis: A framework for examining feasibility. *One Earth*, 3 (3), 325-336. <https://doi.org/10.1016/j.oneear.2020.08.007>
3. Rasche, A., **Gwozdz, W.**, Larsen, M. L., & Moon, J. (2020). Which firms leave multi-stakeholder initiatives? An analysis of delisting from the UN Global Compact. *Regulation & Governance*. doi.org/10.1111/rego.12322 (online first)
4. **Gwozdz, W.**, Reisch, L.A. & Thøgersen, J. (2020). Behaviour change for sustainable consumption. *Journal of Consumer Policy*, 43, 249-253. <https://doi.org/10.1007/s10603-020-09455-z>
5. **Gwozdz, W.**, Reisch L., Eha, M, Konstabel, K., Kovacs, E., Mendl, E., Mazur, A., Luszczki, E., Hunsberger, M., Eiben, G. & Wolters, M. on behalf of the I. Family consortium (2020). The effect of smileys as motivational incentives on children's fruit and vegetable choice, consumption and waste: A field experiment in schools in five European countries. *Food Policy*, 96, 1-15. <https://doi.org/10.1016/j.foodpol.2020.101852>
6. Joanes, T., **Gwozdz, W.** & Klöckner, C. (2020). Reducing personal clothing consumption: A cross-cultural validation of the Comprehensive Action Determination Model. *Journal of Environmental Psychology*, 71, 1-10. <https://doi.org/10.1016/j.jenvp.2020.101396>
7. Bogl, L.H., Mehlig, K., Ahrens, W., **Gwozdz, W.**, de Henauw, S., Molnar, D., Moreno, L., Pigeot, I., Russo, P., Solea, A., Veidebaum, T., Kaprio, J., Lissner, L. & Hebestreit, A. on behalf of the IDEFICS and I.Family Consortia (2020). Like me, like you – relative importance of peers and siblings on children's fast food consumption and screen time but not sports club participation depends on age. *International Journal of Behavioral Nutrition and Physical Activity*, 17, 1-11. <https://doi.org/10.1186/s12966-020-00953-4>
8. Nie, P., Rammohan, A., **Gwozdz, W.** & Sousa-Poza, A. (2019). Changes in child nutrition in India: A decomposition approach. *International Journal of Environmental Research and Public Health*, 16 (10), 1815. <https://doi.org/10.3390/ijerph16101815>

9. **Gwozdz, W.**, Nie, P., Sousa-Poza, A., DeHenauw, S., Felsó, R., Hebestreit, A., Iguacel, I., Lissner, L., Lauria, F., Page, A., Reisch, L.A., Tornaritis, M., Veidebaum, T., Williams, G. & Foraita, R. (2019). Peer Effects on weight status, dietary behaviour and physical activity among adolescents in Europe: Findings from the I. Family Study. *Kyklos*, 72 (2), 270-296. <https://doi.org/10.1111/kykl.12197>.
10. Nielsen, K.S., **Gwozdz, W.** & DeRidder, D. (2019). Unravelling the relationship between trait self-control and subjective well-being: The mediating role of four self-control strategies. *Frontiers in Psychology*, 10, 706. <https://doi.org/10.3389/fpsyg.2019.00706>
11. Gupta, S., **Gwozdz, W.** & Gentry, J. (2019). The role of style versus fashion orientation on sustainable fashion consumption. *Journal of Macromarketing*, 39 (2), 188-207. <https://doi.org/10.1177/0276146719835283>
12. Thumann, B., Börnhorst, C., Michels, N., Veidebaum, T., Solea, A., Reisch, L., Moreno, L. A., Lauria, F., Kaprio, J., Hunsberger, M., **Gwozdz, W.**, Felso, R., De Henauw, S. & Ahrens, W. on behalf of the IDEFICS and I.Family consortia (2019). Cross-sectional and longitudinal associations between psychosocial well-being and sleep in European children and adolescents. *Journal of Sleep Research*, 28 (2), e12783. <https://doi.org/10.1111/jsr.12783>
13. Iguacel, I., Fernández-Alvira, J.M., Ahrens, W., Bammann, K., **Gwozdz, W.**, Lissner, L., Michels, N., Reisch, L., Russo, P., Szommer, A., Tornaritis, M., Veidebaum, T., Börnhorst, C., Moreno & L.A. on behalf of the IDEIFICS consortium (2018). Prospective associations between social vulnerabilities and children's weight status. Results from the IDEFICS study. *International Journal of Obesity*, 42, 1691-1703. <https://doi.org/10.1038/s41366-018-0199-6>
14. Pedersen, E. & **Gwozdz, W.** (2018). Exploring the relationship between business model innovation, corporate sustainability, and organisational values. *Journal of Business Ethics*, 149 (2), 5.2018, p. 267-284. <https://doi.org/10.1007/s10551-016-3044-7>
15. Weinberg, M., Cummins, B., Webb, D. & **Gwozdz, W.** (2018). Incentivised online panel recruitment and subjective wellbeing: Caveat emptor. *Journal of Well-being Assessment*, 2 (1), 41-55. <https://doi.org/10.1007/s41543-018-0010-4>
16. **Gwozdz, W.**, Nielsen, K.S. & Müller, T. (2017). Environmentally friendly clothing consumption across Western countries: Consumer segments and their behavior. *Sustainability*, 9 (5), 762. <https://doi.org/10.3390/su9050762>
17. Iguacel, I., Michels, N., Fernández-Alvira, J.M., Bammann, K., De Henauw, S., Felsó, R., **Gwozdz, W.**, Hunsberger, M., Reisch, L., Russo, P., Tornaritis, M., Thumann, B.F., Veidebaum, T., Börnhorst, C. & Moreno, L.A. on behalf of the I.IDEFICS consortium (2017). Associations between social vulnerabilities and psychosocial problems in European children. Results from the IDEFICS study. *European Child & Adolescent Psychiatry*, 26 (9), 1105-1117. <https://doi.org/10.1007/s00787-017-0998-7>

18. Pohlabeln, H., Rach, S., De Henauw, S., Eiben, G., **Gwozdz, W.**, Hadjigeorgiou, C., Molnar, D., Moreno, L., Russo, P., Veidebaum, T. & Pigeot, I. on behalf of the I.IDEFICS consortium (2017). Further evidence for the role of pregnancy induced hypertension and other early life influences in the development of ADHD: Results from the IDEFICS study. *European Child & Adolescent Psychiatry*, 26 (8), 957-967. <https://doi.org/10.1007/s00787-017-0966-2>
19. Nie, P., **Gwozdz, W.**, Sousa-Poza, A. & Reisch, L. A. (2017). Values, norms and peer effects on weight status. *Journal of Obesity*, 2017, Article ID 2849674, 1-9. <https://doi.org/10.1155/2017/2849674>
20. Reisch, L., Sunstein, C.R. & **Gwozdz, W.** (2017) Beyond carrots and sticks: Europeans support health nudges. *Food Policy*, 69, 1-10. <https://doi.org/10.1016/j.foodpol.2017.01.007>
21. Bammann, K., **Gwozdz, W.**, Pischke, C., Eiben, G., Fernandez-Alvira, J.M., De Henauw, S., Lissner, L., Moreno, L.A., Pitsiladis, Y., Reisch, L., Veidebaum, T. & Pigeot, I. on behalf of the IDEFICS Consortium (2017). The impact of familial, behavioural and psychosocial factors on the SES gradient for childhood overweight in Europe. A longitudinal study. *International Journal of Obesity*, 41 (1), 54-60. <https://doi.org/10.1038/ijo.2016.137>
22. Ahrens, W., Siani, A., Adan, R., De Henauw, S., Eiben, G., **Gwozdz, W.**, Hebestreit, A., Hunsberger, M., Kaprio, J., Krogh, V., Lissner, L., Molnár, D., Moreno, L.A., Page, A., Picó, A., Reisch, L., Smith, R.M., Tornaritis, M., Veidebaum, T., Williams, G., Pohlabeln, H. & Pigeot, I. on behalf of the I.Family consortium (2017). Cohort Profile: The transition from childhood to adolescence in European children – how I.Family extends the IDEFICS cohort. *International Journal of Epidemiology*, 46 (5), 1394-1395. <https://doi.org/10.1093/ije/dyw317>
23. Iguacel, I. Fernández-Alvira, J.M., Bammann, K., De Clercq, B., Eiben, G., **Gwozdz, W.**, Molnar, D., Pala, V., Papoutsou, S., Russo, P., Veidebaum, T., Wolters, M., Börnhorst, V. & Moreno, L.A. on behalf of the IDEFICS Consortium (2016). Associations between social vulnerabilities and dietary patterns in European children: the identification and prevention of dietary- and lifestyle-induced health Effects In Children and infantS (IDEFICS) study. *British Journal of Nutrition*, 116, 1288-1297. <https://doi.org/10.1017/S0007114516003330>
24. Huang, C., Lissner, L., **Gwozdz, W.**, Molnar, D., Konstabel, K., Michels, N., Tornaritis, M., Eiben, G., Siani, A., Fernandez-Alvira, J. M., Ahrens, W., Pigeot, I. & Reisch, L. (2016). Pester power and its consequences: Do European children's food purchasing requests relate to diet and weight outcomes? *Public Health Nutrition*, 19 (3), 2393-2403. <https://doi.org/10.1017/S136898001600135X>
25. Hunsberger, M., Lehtinen-Jacks, S., Mehlig, K., **Gwozdz, W.**, Russo, P., Michels, N., Bammann, K., Pigeot, I., Fernández-Alvira, J.M., Thumann, B.F., Molnar, D., Veidebaum, T., Hadjigeorgiou, C. & Lissner, L. on behalf of the IDEFICS Consortium (2016). Bidirectional associations between psychosocial well-being and body mass index in European children: longitudinal findings from the IDEFICS study. *BMC Public Health*, 16, 949. <https://doi.org/10.1186/s12889-016-3626-4>

26. Pedersen, E.R.G., **Gwozdz, W.** & Kant Hvass, K. (2016). Exploring the relationship between business model innovation, corporate sustainability, and organizational values within the fashion industry. *Journal of Business Ethics*, 149 (2), 267-284. <https://doi.org/10.1007/s10551-016-3044-7>
27. **Gwozdz, W.**, Sousa-Poza, A. Reisch, L. A., Bammann, K., Eiben, G., Kourides, Y., Kovacs, E., Lauria, F., Konstabel, K., Santaliestra-Pasias, A. M., Vyncke, K. & Pigeot, I. on behalf of the IDEFICS Consortium (2015). Peer effects on obesity in a sample of European children. *Economics & Human Biology*, 18, 139-152. <https://doi.org/10.1016/j.ehb.2015.05.002>
28. Bly, S., **Gwozdz, W.** & Reisch, L. (2015). Exit from High Street – An exploratory study of sustainable fashion consumption pioneers. *International Journal of Consumer Studies*, 39 (2), 125-135. <https://doi.org/10.1111/ijcs.12159>
29. Hansen, M.W. & **Gwozdz, W.** (2015). What makes MNCs succeed in developing countries? An empirical analysis of subsidiary performance. *Multinational Business Review*, 23 (3), 224-247. <https://doi.org/10.1108/MBR-06-2014-0020>
30. Barbarossa, C., Beckmann, S.C., De Pelsmacker, P., Moons, I. & **Gwozdz, W.** (2015). A self-identity based model of electric car adoption intention: A cross-cultural comparative study. *Journal of Environmental Psychology*, 42, 149-160. <https://doi.org/10.1016/j.jenvp.2015.04.001>
31. Fernández-Alvira, M. J., Börnhorst, C., Bammann, K., **Gwozdz, W.**, Krogh, V., Hebestreit, A., Barba, G., Reisch, L., Eiben, G., Iglesia, I., Veidebaum, T., Kourides, Y.A., Kovacs, E., Huybrechts, I., Pigeot, I. & Moreno, L. A. (2015). Prospective associations between socio-economic status and dietary patterns in European children: The IDEFICS Study. *British Journal of Nutrition*, 113 (3), 517-525. <https://doi.org/10.1017/S0007114514003663>
32. Foraita, R., F. Günther, **Gwozdz, W.**, Reisch, L. A., Russo, P., Lauria, F., Siani, A., Veidebaum, T. Tornaritis, M. & Iacoviello, L. (2014). Does the FTO gene interact with the socio-economic status on the obesity development among young European children: Results from the IDEFICS Study. *International Journal of Obesity*, 39 (1), 1-6. <https://doi.org/10.1038/ijo.2014.156>
33. Kovacs, E., A. Siani, Siani, A., Konstabel, K., Hadjigeorgiou, C., de Bourdeaudhuij, I., Eiben, G., Lissner, L., **Gwozdz, W.**, Reisch, L. & Pala, V. (2014). Adherence to the obesity-related lifestyle intervention targets in the IDEFICS study. *International Journal of Obesity*, 38, 144-151. <https://doi.org/10.1038/ijo.2014.145>
34. Tackney, C. & **Gwozdz, W.** (2014). A doctoral numeracy intensive course for qualitative researchers grounded in Lonergan's Critical Realism: Report of curriculum design, implementation, and 2010 course results. *International Journal of Management in Education*, 8 (1), 1-21.
35. Rahbek Pedersen, E. & **Gwozdz, W.** (2014). From resistance to opportunity seeking: Strategic responses to institutional pressures for corporate social responsibility in the Nordic fashion industry. *Journal of Business Ethics*, 119 (2), 245-264. <https://doi.org/10.1007/s10551-013-1630-5>

36. Hubert, M., Hubert, M., **Gwozdz, W.**, Raab, G., & Reisch, L. A. (2014). Compulsive buying—an increasing problem? Investigating and comparing trends in Germany and Denmark, 2010-2012. *Journal für Verbraucherschutz und Lebensmittelsicherheit*, 9 (3), 280-284. <https://doi.org/10.1007/s00003-014-0900-1>
37. **Gwozdz, W.**, Sousa-Poza, A., Reisch, L. De Henauw, S., Eiben, G., Fernandez, J., Hadjigeorgiou, C., Kovács, E., Lauria, F., Veidebaum, T., Williams, G., Ahrens, W. & Bammann, K. (2013). Maternal employment and its effects on obesity. *Journal of Health Economics*, 32 (4), 728-742. <https://doi.org/10.1016/j.jhealeco.2013.04.003>
38. Reisch, L., **Gwozdz, W.**, Barba, G., De Henauw, S., Lascorz, N., Konstabel, K. & Pigeot, I. (2013). Experimental evidence on the impact of food advertising on children's knowledge about and preferences for healthful food. *Journal of Obesity*. Article ID 408582, 1-13. <https://doi.org/10.1155/2013/408582>
39. Bammann, K., **Gwozdz, W.**, Lanfer, A., Fernandez, J., Kovacz, E., Barba, G., De Henauw, S., Eiben, G., Tornaritis, M., Veidebaum, T. & Pigeot, I. (2013). Socioeconomic factors and childhood overweight in Europe: results from the multi-centre IDEFICS study. *Pediatric Obesity*, 8 (1), 1-12. <https://doi.org/10.1111/j.2047-6310.2012.00075.x>
40. Rahbek Gjerdrum Pedersen, E. Neergaard, P., Thusgaard Pedersen, J. & **Gwozdz, W.** (2013). Conformance and deviance: Company responses to coercive pressures for Corporate Social Responsibility (CSR) reporting. *Business Strategy and the Environment*, 22 (6), 357-373. <https://doi.org/10.1002/bse.1743>
41. Regber, S., Novak, M., Eiben, G., Bammann, K., Borup, I., De Henauw, S., Miguel Fernández Alvira, J., **Gwozdz, W.**, Kourides, Y., Moreno, L., Molnár, D., Pigeot, I., Reisch, L., Russo, P., Veidebaum, T. & Mårild, S. (2013). Parents' perception of their children's weight vs measured weights: - The IDEFICS study. *Pediatric Obesity*, 8 (2), 118-129. <https://doi.org/10.1111/j.2047-6310.2012.00093.x>
42. Vyncke, K., Cruz Fernandez, E., Fajó-Pascual, M., Cuenca-Garcia, M., De Keyzer, W., Kersting, M., Gonzalez-Gross, M., Moreno, L., Albers, U., Diethelm, K., Mouratiadou, T., Grammatikaki, E., Hallström, L., De Vriendt, T., Sjöström, M., Kafatos, A., Laurent, B., Díaz, L.-E., Marcos, A., Bammann, K., Börnhorst, C., Leclercq, C., Widhalm, K., Manios, Y., Dallongeville, J., Vereecken, C., Maes, L., Molnar, D., Geelen, A., **Gwozdz, W.**, Frederic, G., De Henauw, S. & Huybrechts, I. (2013). Validation of different diet quality indices for adolescents by comparison with biomarkers, nutrients and food intake: the HELENA study. *British Journal of Nutrition*, 109 (11), 2067-2078. <https://doi.org/10.1017/S000711451200414X>
43. Lissner, L., Lanfer, A., **Gwozdz, W.**, Olafsdottir, S., Eiben, G., Moreno, L.A., Santaliestra-Pasías, A.M., Kovacs, E., Barba, G., Loit, H.-M., Kourides, Y., Pala, V., Pohlmann, H., Ottevaere, C., Buchecker, K., Ahrens, W. & Reisch, L.A. (2012). Television habits in relation to overweight, diet and taste preferences in European children – the IDEFICS study. *European Journal of Epidemiology*, 27 (9), 705-715. <https://doi.org/10.1007/s10654-012-9718-2>

44. **Gwozdz, W.** & Reisch, L. (2011). Instruments for analyzing the influence of advertising on children's food choices. *International Journal of Obesity*, 35, 137-143. <https://doi.org/10.1038/ijo.2011.46>
45. Nicholls, S., **Gwozdz, W.**, Reisch, LA. & Voigt, K. (2011). Fiscal food policy: equity and practice. *Public Health Perspectives*, 131 (4), 157-158. <https://doi.org/10.1177/1757913911412479>
46. Reisch, L. & **Gwozdz, W.** (2011). Chubby cheeks and climate change: Childhood obesity as a sustainable development issue. *International Journal of Consumer Studies*, 35 (1), 3-9. <https://doi.org/10.1111/j.1470-6431.2010.00893.x>
47. Reisch, L. & **Gwozdz, W.** (2010). Einfluss des Konsumverhaltens auf die Entwicklung von Übergewicht bei Kindern: Ein Überblick. *Bundesgesundheitsblatt*, 53 (7), 725-732. <https://doi.org/10.1007/s00103-010-1077-0>
48. **Gwozdz, W.** & Sousa-Poza, A. (2010). Explaining gender differences in housework time in Germany. *Journal of Consumer Policy*, 33 (2), 183-200. <https://doi.org/10.1007/s10603-010-9127-4>
49. **Gwozdz, W.** & Sousa-Poza, A. (2010). Ageing, health and life satisfaction of the oldest old: An analysis for Germany. *Social Indicators Research*, 97 (3), 397-417. <https://doi.org/10.1007/s11205-009-9508-8>
50. **Gwozdz, W.**, Hufnagel, R., Seel, B. & Wahrig, L. (2006). Messung der Entwicklung der geschlechtsspezifischen Arbeitsteilung mit den Daten der Zeitbudgeterhebungen 1991/92 und 2001/02. *Hauswirtschaft und Wissenschaft*, 54 (1), 22-28.

Book chapters (peer reviewed)

1. Reisch, L. A. & **Gwozdz, W.** (2019). Healthy diets as a global sustainable development issue: Reasons, relationships and a recommendation. In: Claire Fenton-Glynn (Ed.). *Children's Rights and Sustainable Development: Interpreting the UNCRC for Future Generations*. law. Cambridge: Cambridge University Press; 2019 (pp. 361-384).
2. **Gwozdz, W.** & Reisch, L.A. (2018). Instruments for assessing the role of commercials on children's food choices. In: Bammann, K., Lissner, L., Pigeot, I. & Ahrens, W. *Instruments for health Surveys in Children and Adolescents*. Cham: Springer Nature Switzerland; 2019 (pp. 209-230); Springer Series on Epidemiology and Public Health, Vol.6.
3. **Gwozdz, W.** (2015). Obesity, sustainability and public health. In: J. Thøgersen & L.A. Reisch (eds.). *Handbook of research on sustainable consumption* (pp. 224-240). Cheltenham: Edward Elgar Publishing.
4. Kovács, E., Hunsberger, M., Reisch, L., **Gwozdz, W.**, Eiben, G., De Bourdeaudhuij, I., Russo, P., Veidebaum, T., Hadjigeorgiou, C., Sieri, S., Moreno, L. A., Pigeot, I., Ahrens, W., Pohlmann, H. & Molnar, D. (2015). Adherence to combined lifestyle

factors and their contribution to obesity in the IDEFICS Study. In: *Obesity Reviews*. 16, Suppl 2, p. 138-150.

5. Nicholls, S. G., Pohlabeln, H., De Bourdeaudhuij, I., Chadjigeorgiou, C., **Gwozdz, W.**, Hebestreit, A., Lauria, F., Lissner, L., Molnar, D., Santaliestra-Pasías, A. M., Veidebaum, T. & Williams, G. (2015). Parents' evaluation of the IDEFICS intervention: An analysis focussing on socio-economic factors, child's weight status and intervention exposure. In: *Obesity Reviews*. 16, Suppl 2, p. 103-118.
6. Barbarossa, C., De Pelsmacker, P., Beckmann, S.C., Moons, I. & **Gwozdz, W.** (2015). The formation of usage intention of electric cars: A comparative study of Denmark, Belgium and Italy. In: J.M. Alcantara-Pilar, S. del Barrio-Garcia, E. Crespo-Almedros & L. Porcu (Ed.). *Analyzing the cultural diversity of consumers in the global marketplace*, IGI GLOBAL. (forthcoming)
7. **Gwozdz, W.** & Sousa-Poza, A. (2014). The oldest old, life satisfaction and health. In: A.C. Michalos (eds.). *Encyclopedia of Quality of Life Research* (pp. 4484-4488). New York: Springer.
8. **Gwozdz, W.** (2011). Income. In: D. Southerton (eds.). *The encyclopaedia of consumer culture*, Vol. 2 (pp. 761-763). Washington: CQ Press.
9. Reisch, L.A. & **Gwozdz, W.** (2011). Von der „Macht der Defaults“ und vom „sanften Stupsen“: Verhaltensökonomische Erkenntnisse als Impulse für eine effektive Ernährungspolitik. In: A. Ploeger, G. Hirschfelder & G. Schönberger (eds.). *Der Alltag als Herausforderung der Zukunft* (pp. 323-336). Wiesbaden: VS Verlag
10. Reisch, L.A., **Gwozdz, W.** & Beckmann, S. (2011). Consumer Behavior in Childhood Obesity Research and Policy. In: L. A. Moreno, I. Pigeot & W. Ahrens (eds.). *Epidemiology of Obesity in Children and Adolescents* (pp. 431-454). New York, NY: Springer.
11. **Gwozdz, W.**, Hockerts, K. & Reisch, L.A. (2010). Lappset: How to market an innovative product in a highly competitive arena. In: G. Raab, G.J. Goddard, R.A. Ajami, & A. Unger (eds.). *The psychology of marketing: Cross-cultural perspectives*. Aldershot (pp. 377-384). UK: Gower Publishers.

Selected reports and other publications

1. Nielsen, K.S., **Gwozdz, W.** (2019), Consumer policy recommendations, Stockholm: Mistra Future Fashion, 31 p. (Mistra Future Fashion Report, No. 2019:10)
2. **Gwozdz, W.**, Nielsen, K.S., Gupta, S. & Gentry, J. (2018) The Relationship between fashion and style orientation and well-being. In Conference Proceedings of the Macromarketing Conference 2018: Change between Complexity and Simplicity. Leipzig: Macromarketing Society Inc. 2018, p. 1089-1114.
3. Mueller, T. & **Gwozdz, W.** (2018). The consumer as (political) agent of change : Possibilities and boundaries for true environmental impact in clothing consumption.

In Conference Proceedings of the Macromarketing Conference 2018: Change between Complexity and Simplicity. Leipzig: Macromarketing Society Inc. 2018, p. 230-237.

4. **Gwozdz, W.** (2016). Maternal employment and childhood obesity - Institutions and policies affect whether working mothers raise heavier children. *IZA World of Labor*.
5. Nie, P., Rammohan, A., **Gwozdz, W.** & Sousa-Poza, A. (2016). Developments in undernutrition. IZA working paper DP No. 9893.
6. Müller, T., Gwozdz, F. & **Gwozdz, W.** (2015). Changed name to future fashion alternatives - a social marketing toolbox to promote sustainable fashion alternatives. Mistra Future Fashion.
7. Farsang, A., **Gwozdz, W.**, Müller, T., Reisch, L.A. & Netter, S. (2015). Survey results on fashion consumption and sustainability among young consumers in Germany, the Netherlands, Sweden, the UK and the US in 2014. Mistra Future Fashion.
8. **Gwozdz, W.**, Netter, S., Bjartmarz, T. & Reisch, L. A. (2013). Report - Survey results on fashion consumption and sustainability among young Swedes. Mistra Future Fashion.
9. Reisch, L. & **Gwozdz, W.** (2013). Smart Defaults and Soft Nudges: How insights from behavioral economics can inform effective nutrition policy. In: J. Scholderer & K. Brunsø (eds.). *Marketing, Food and the Consumer Festschrift in Honour of Klaus Grunert* (pp 189-200). Harlow: Pearson Education Limited.
10. Reisch, L.A., **Gwozdz, W.** & Raab, G. (2011). Compulsive buying in Denmark: The first study on Danish consumers' tendency to compulsive buying.
11. **Gwozdz, W.**, Reisch, L.A. & Sousa-Poza, A. (2010). Time allocation, consumption, and consumer policy. *Journal of Consumer Policy*, 33(2): 115-118.
12. Reisch, L.A. & **Gwozdz, W.** (2010). Finanzkulturen in Europa: Ähnlichkeiten und Unterschiede. In: SCHUFA (eds.). *Kredit-Kompass 2010*. Wiesbaden: SCHUFA.
13. **Gwozdz, W.**, Reisch, L.A. & Hedegaard, L. (2009). Between voluntary agreement and legislation – The delicate case of food advertising aimed at children in Denmark. In: *Proceedings of the Conference "Food Marketing and Ethics Today" in Paris*, 03.-04. December 2009.
14. Reisch, L.A. & **Gwozdz, W.** (2009). Food choice and consumer behaviour – Achieving sustainability by preventing childhood obesity. In: T. H. Witkowski (eds.). *Rethinking marketing in a global economy: Proceedings of the 34th Annual Macromarketing Conference* (pp. 498-505). Kristiansand, Norway: The Macromarketing Society, Inc. and the University of Agder, June 2009.
15. **Gwozdz, W.** & Sousa-Poza, A. (2009). *Ageing, health and life satisfaction of the oldest old: An Analysis for Germany*. IZA Discussion Paper No. 4053.

16. **Gwozdz, W.** (2009). *Die Persistenz der geschlechtsspezifischen Arbeitsteilung im Haushalt – Eine Analyse auf Basis der Zeitbudgeterhebungen des Statistischen Bundesamts*. Hohenheim: Universität Hohenheim, Dissertation.
17. **Gwozdz, W.** (2007). Zwischen 'Familienernährer' und 'Ernährungsproduzentin' - Eine Untersuchung der geschlechtsspezifischen Arbeitsteilung im Haushalt anhand der Zeitbudgeterhebungen 1991/92 und 2001/02. In: B. Seel (eds.). *Hohenheimer Beiträge zu Gender und Ernährung*. Hohenheim: Universität Hohenheim, 2 (2007).
18. **Gwozdz, W.** (2006). Warum verrichten Frauen heute weniger Haushaltsarbeit? - Ein methodischer Ansatz zur Analyse der Nachfrage nach Haushaltsarbeit. In: K. von Normann & S. Pesch (eds.). *Jahrbuch Junge Haushaltswissenschaft 2006* (pp. 63-84). Bonn.

Conferences and Workshop Presentations

09.-12.07.2018 [Mueller, T., **Gwozdz, W.**]. The Consumer as (Political) Agent of Change: Possibilities and Boundaries for True Environmental Impact in Clothing Consumption, Presentation at the Macromarketing Conference 2018: Change between Complexity and Simplicity, Leipzig (D).

27.-30.06.2018 [Cohen, M., Reisch, L., **Gwozdz, W.**, & Kennedy, E.H.]. Sustainable Consumption: Fostering Good Practices and Confronting the Challenges of the 21st Century, Presentation at the Third International Conference of the Sustainable Consumption Research and Action Initiative (SCORAI), Copenhagen (DK).

24.-26.10.2017 [**Gwozdz, W.**]. Consumer behavior in regard to textile recycling – willingness and barriers. Invited presentation at the Plastics and Textile Conference, Chalmers, Gothenburg (SE).

27.-30.10.2016 [**Gwozdz, W.**, Reisch, L., Eha, M., Konstabel, K., Kovacs, E., Mendl, E., Mazur, A., Luszczki, E., Hunsberger, M., Eiben, G., Rach, S., Wolters, M., & Pigeot, I. on behalf of the I.Family consortium]. The effect of smileys as motivational incentives on children's food choices: A field experiment in European primary schools, Presentation at the 2016 Association for Consumer Research conference, Berlin (D).

23.-25.06.2016 [**Gwozdz, W.**, Reisch, L., Eha, M., Konstabel, K., Kovacs, E., Mendl, E., Mazur, A., Luszczki, E., Hunsberger, M., Eiben, G., Rach, S., Wolters, M., & Pigeot, I. on behalf of the I.Family consortium]. The effect of smileys as motivational incentives on children's food choices: A field experiment in European primary schools, Presentation at the 2016 Marketing & Public Policy conference, California Polytechnic State University, San Luis Obispo (U.S.).

23.-25.06.2016 [Gentry, J.W., Gupta, S. & **Gwozdz, W.**]. What works in reducing waste: Fostering solutions on wastefulness – Clothing. Panel speaker at the 2016 Marketing & Public Policy conference, California Polytechnic State University, San Luis Obispo (U.S.).

1.-4.11.2015 [Armstrong, C., K. Niinimäki, A. Hirscher, **W. Gwozdz**, K. Laitala & T. Cooper]. Educational Strategies for the Sustainable Fashion Consumption Imperative: A

Panel Discussion. Panel discussion at the Global Cleaner Production & Sustainable Consumption Conference, Barcelona (ES).

20.-23.10.2015: [**Gwozdz, W.** & L. Reisch]. State of the Commercial Environment and Advertising to Children in Europe. Presentation at the 12th European Nutrition Conference FENS, Berlin (D).

20.-23.10.2015: [Reisch, L. & **W. Gwozdz**]. Sustainable Diets from a Consumer Perspective - the Nutrition-Sustainability-Health Nexus. Presentation at the 12th European Nutrition Conference FENS, Berlin (D).

25.-28.6.2015: [**Gwozdz, W.**, A. Sousa-Poza, L. Reisch, K. Bammann, G. Eiben, Y. Kourides, E. Kovacs, F. Lauria, K. Konstabel, A. Santaliestra-Pasias, K- Vyncke & I. Pigeot]. Peer effects on obesity in a sample of European children. Presentation at the 40th Macromarketing Conference, Chicago (US).

25.-28.6.2015: [**Gwozdz, W.**, S. Gupta & J. Gentry]. Fashion Sustainability Investigated: Does fashion or style generate more life satisfaction? Presentation at the 40th Macromarketing Conference, Chicago (US).

23.10.2014: [T. Mueller, **W. Gwozdz** & L. Reisch]. Responsibility in Sustainable Consumption: A Consumer Perspective. Presentation at the IARU Sustainability Science Congress within the session 'From Knowledge to Action', Copenhagen (DK).

2.-5.7.2014 [**W. Gwozdz**, S. Gupta & J. Gentry]. The Role of Fashion vs. Style Orientation on Sustainable Fashion Consumption. Presentation at the 39th Annual Macromarketing Conference, London (UK).

2.-5.7.2014 [T. Mueller, **W. Gwozdz** & L. Reisch]. From Shared Responsibility to Responsibility Diffusion: A Consumer Perspective. Presentation at the 39th Annual Macromarketing Conference, London (UK).

16.-20.6.2014: [S. Gupta, **W. Gwozdz** & J. Gentry]. Can consumer satisfaction with the fashion industry compensate for its societal evils? Presentation at the Biennial conference of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Las Vegas (US).

08.10.2013: [**W. Gwozdz**]. Sustainable fashion – A paradox? Invited talk at the Sustainability Platform "Sustainability turned inside out", Frederiksberg (DK).

14.07.2013 [**W. Gwozdz** & S. Netter, Sarah & L. Reisch]. Resistance to dispose your old clothes? An in-store textile recycling program on the test bed, 2013, 22nd Nordic Academy of Management Conference, Reykjavik (IS).

12.07.2013 [**W. Gwozdz** & S. Netter, Sarah & L. Reisch]. In-store textile recycling in Sweden: Nudges, shoves and choice architecture to promote more sustainable disposable behavior, 2013, 10th Biennial Conference on Environmental Psychology organized on behalf of the Environmental Psychology Division of the German Association of Psychology, Magdeburg (D).

12.-13.06.2013: [**W. Gwozdz**]. Effectiveness of food and beverage taxes in general and the current example of the Danish food tax on saturated fat. Invited talk at the EUFEP Congress 2013: Obesity Prevention, Krems (AT).

11.06.2013 [L. Reisch & S. Bly & **W. Gwozdz**]. Exit from High Street: An exploratory study of sustainable fashion pioneers, 2013, Sustainable Consumption Research and Action Initiative Conference "The Future of Consumerism and Well-Being in a World of Ecological Constraints", Clark University, Worcester (UK).

04.-7.06.2013: [S. Bly, **W. Gwozdz** & L. A. Reisch]. Exit from high street? Competitive paper at the 38th Macromarketing Conference, Toronto (CA).

04.-7.06.2013: [J. Gentry, **W. Gwozdz** & E. Rahbek-Pedersen] Special session on Sustainable Fashion at the 38th Macromarketing Conference, Toronto (CA).

12-14.12.2012: [L. A. Reisch, **W. Gwozdz**, G. Barba, S. De Henauw, N. Lascorz, K. Konstabel, I. Pigeot – on behalf of the IDEFICS Consortium]. Associations between commercial communication and food knowledge, preferences and diet: A cross-European. Competitive paper at Child and Teen Consumption 2012. Food Consumption, Communication, Life Styles and Fashion. 5th International Conference on Multidisciplinary Perspectives on Child and Teen Consumption, Milan (I).

26.-29.09.2012: [K. Bammann, **W. Gwozdz**, A. Lanfer & I. Pigeot]. Sozioökonomische Faktoren und kindliches Übergewicht in Europa: Ergebnisse der multi-zentrischen IDEFICS Studie. Abstract for the 7. Jahrestagung der Deutschen Gesellschaft für Epidemiologie, Regensburg (DE).

05.-08.09.2012: [L. Reisch, **W. Gwozdz**, G. Barba, S. De Henauw, N. Lascorz, K. Konstabel & I. Pigeot]. The role of food commercials on children's food knowledge and preferences and its impact on diet and weight. Competitive paper at the IAREP - International Association for Research in Economic Psychology, Wroclaw (PL).

05.-08.09.2012: [**W. Gwozdz**, L. Reisch & G. Raab]. Compensatory and compulsive buying behavior in Denmark: Who is a shopaholic? Competitive paper at the IAREP - International Association for Research in Economic Psychology, Wroclaw (PL)

05.-08.09.2012: [G. Raab, L.A. Reisch, **W. Gwozdz**, K. Kollmann, A.-M. Schubert & A. Unger]. Pathological buying behaviour: Investigating the trend of compensatory & compulsive buying in Austria, Denmark & Germany. Competitive paper at the IAREP - International Association for Research in Economic Psychology, Wroclaw (PL)

05.-08.09.2012: [S. Bly, **W. Gwozdz** & L. Reisch]. Exit from High Street: a study of sustainable fashion pioneers' strategies for sustainable fashion consumption. Competitive paper at the IAREP - International Association for Research in Economic Psychology, Wroclaw (PL).

02.-04.07.2012: [**Gwozdz, W.**, Sousa-Poza, A., Reisch, L. De Henauw, S., Eiben, G., Fernandez, J., Hadjigeorgiou, C., Kovács, E., Lauria, F., Veidebaum, T., Williams, G., Ahrens, W. & Bammann, K.]. *Maternal Employment and Child Obesity – A European Perspective*. Competitive Paper at Gender, Marketing and consumer Behaviour Conference 212, Queenstown (NZ).

27.-29.06.2012: [**Gwozdz, W.**, Reisch, L. De Henauw, S., Lissner, L., Moreno, L.A., Pala, V., Tornaritis, M., Molnar, D., Siani, A., Veidebaum, T. & Pigeot, I.]. *Childhood obesity: A European cross-geographical analysis of individual factors influencing diet quality & obesity*. Competitive Paper at the 2012 International Social Marketing Conference, Brisbane (AUS).

27.-29.06.2012: [Reisch, L., **Gwozdz, W.**, Barba, G., De Henauw, S., Lascorz, N., Konstabel, K. & Pigeot, I.]. *Associations between commercial communication and food knowledge, preferences and diet: A cross-European study*. Competitive Paper at the 2012 International Social Marketing Conference, Brisbane (AUS).

20.-23.06.2012: [**Gwozdz, W.**, Sousa-Poza, A., Reisch, L. De Henauw, S., Eiben, G., Fernandez, J., Hadjigeorgiou, C., Kovács, E., Lauria, F., Veidebaum, T., Williams, G., Ahrens, W. & Bammann, K.]. *Maternal Employment and Child Obesity – A European Perspective*. Competitive Paper at the 26th Annual Conference of the European Society for Population Economics (ESPE), Bern (CH).

27.-29.04.2012: [**Gwozdz, W.**, Sousa-Poza, A., Reisch, L. De Henauw, S., Eiben, G., Fernandez, J., Hadjigeorgiou, C., Kovács, E., Lauria, F., Veidebaum, T., Williams, G., Ahrens, W. & Bammann, K.]. *Maternal Employment and Child Obesity – A European Perspective*. Competitive Paper at the 4th Annual Meeting on the Economics of Risky Behaviors (AMERB), Istanbul (TR).

26.-29.10.2011: [L.A. Reisch & **W Gwozdz**]. *Internal and external factors influencing food preferences and actual food choices in the IDEFICS study: a consumer science perspective*. Competitive paper presented at the 11th European Nutrition Conference (FENS), "Diversity versus Globalization: A Nutritional Challenge for a Changing Europe", Madrid (ES).

26.-29.10.2011: [J. Fernandez-Alvira, A. Hebestreit, T. Mouratidou, G. Barba, S. Sieri, **W. Gwozdz**, G. Eiben, H. Loit, C. Hadjigeorgiou, E. Kovac, K. Bammann, I. Huybrecht & L. Moreno Aznar]. *Socio-economic status and food consumption frequencies in European children: IDEFICS Study*. Poster presented at the 11th European Nutrition Conference (FENS), "Diversity versus Globalization: A Nutritional Challenge for a Changing Europe", Madrid (ES).

12.-16.08.2011: [C.T. Tackney & **W. Gwozdz**]. *Teaching Statistics to Doctoral Students with Lonergan's Insight-Based Critical Realism*. Competitive paper presented at the Academy of Management Annual Meeting 2011, San Antonio (US).

13.-16.07.2011: [G. Raab, L.A. Reisch, K. Kollmann, A. Unger & **W. Gwozdz**]. *Compulsive Buying from Skagerrak to Styria: How similar are the consumers concerning their compulsive buying tendencies – A comparative study of Denmark, Germany and Austria*. Competitive paper presented at the Joint International Association of Research in Economic Psychology (IAREP) / Society for the Advancement of Behavioral Economics (SABE) / International Confederation for the Advancement of Behavioral Economics and Economic Psychology (ICABEEP) Conference, Exeter University, Exeter (UK).

13.-16.07.2011: [**W. Gwozdz** & L.A. Reisch]. *How to enhance healthy lifestyles? An analysis of factors influencing diets of European children*. Competitive paper presented at the Joint International Association of Research in Economic Psychology (IAREP) / Society

for the Advancement of Behavioral Economics (SABE) / International Confederation for the Advancement of Behavioral Economics and Economic Psychology (ICABEEP) Conference, Exeter University, Exeter (UK).

14.-16.04.2011: [L.A. Reisch & **W. Gwozdz**]. *Childhood obesity, sustainable development, and behavioural economics*. Paper presented at the SCORAI (Sustainable Consumption Research and Action Initiative) Seminar "Socio-technical Transitions, Social Practices, and the New Economics: Meeting the Challenges of a Constrained World". Mountain Lakes House, Princeton University, New Jersey, Princeton, NJ (US)

08.-09.11.2010: [L.A. Reisch, **W. Gwozdz** & K. Bammann]. *Socio-demographic risk factors for obesity*. Paper presentation at the Symposium "Child health in Europe. The IDEFICS Study: towards a better understanding of obesity" in Zaragoza (ES)

05.-08.09.2010: [L.A. Reisch & **W. Gwozdz**]. *How can behavioural economics inform policy making in food and public health issues?* Competitive Paper presented at the Joined IAREP (International Association for Research in Economic Psychology) / SABE (US Society for the Advancement in Behavioral Economics) Annual Conference, Cologne (D)

25.03.2010: [**W. Gwozdz** & L.A. Reisch]. *Sustainability, Food and Behavioural Economics*. Presentation at the Sustainable Food Day, Frederiksberg (DK)

01.-02.03.2010: [**W. Gwozdz**]. *Ernährungspolitik und Genderfragen: Die sozialwissenschaftlich inspirierten Ernährungspolitiken Skandinaviens*. Invited presentation at the AGEV Conference on "Über den Tellerrand: Gestaltungsaufgabe Ernährungspolitik", Berlin (D)

03.-04.12.2009: [**W. Gwozdz**, L.A. Reisch & L. Hedegaard]. *Between voluntary agreement and legislation – The delicate case of food advertising aimed at children in Denmark*. Competitive Paper at Food Marketing and Ethics Today, Paris (F)

30.11.-02.12.2009: [L.A. Reisch, **W. Gwozdz** & Beckmann, S. C.]. *Sustainability and childhood obesity*. Competitive paper at the ANZMAC 2009 Sustainable Management and Marketing, Melbourne (AUS)

17.11.2009: [**W. Gwozdz**]. *Übergewicht bei Kindern: Entwicklungen und Herausforderungen*. Presentation at the Studium Generale, Hohenheim (D)

09.-11.11.2009: [**W. Gwozdz** & L.A. Reisch]. *Gendered-diversity in consumer behaviour: Only an appeal to probability?* Presentation at the IDEFICS General Assembly, Copenhagen (DK)

03.-06.11.2009: [**W. Gwozdz** & L.A. Reisch]. *How unhealthy diets, sustainability and corporate social responsible behaviour are related*. Global Dialogue Conference, Aarhus (DK)

07.-10.09.2009: [L.A. Reisch, **W. Gwozdz** & W. Ahrens]. *Gesundheit und Konsumentenverhalten – Interne und externe Faktoren der Adipositas im Kindesalter*. Competitive Paper at 54. gmds-Jahrestagung, Essen (D)

17.-20.06.2009: [L.A. Reisch, **W. Gwozdz** & W. Ahrens]. *Food choice and consumer behavior – Internal and external factors influencing childhood obesity*. Competitive Paper at

the International Society for Behavioral Nutrition and Physical Activity (ISBNPA) 2009 Annual Meeting, Lisbon (PT)

08.-10.06.2009: [L.A. Reisch & **W. Gwozdz**]. *Obesity, Sustainability and the Key Role of Contexts*. Competitive paper presented at the Conference of Joint Actions on Climate Change, Aalborg (DK)

04.-07.06.2009: [L.A. Reisch & **W. Gwozdz**]. *Food choice and consumer behaviour – Achieving sustainability by preventing childhood obesity*. Competitive paper presented at 2009 Macromarketing Seminar, Kristiansand (NO), abstract published in *Journal of Macromarketing*, 29 (4): 437.

28.-29.05.2009: [L.A. Reisch & **W. Gwozdz**]. *Financial Culture in Europe: Similarities & Differences*. Presentation at the RSCAS Conference: Consumer Loans and the role of consumer Credit Bureaus in Europe, Florence (IT)

26.-29.05.2009: [L.A. Reisch, S.C. Beckmann, K. Keimer, **W. Gwozdz** & W. Ahrens]. *Healthy eating and living: a comparative analysis of food based dietary guidelines (FBDGS)*. Competitive Paper presented at the 38th European Marketing Academy Conference (EMAC), Nantes (F)

13.-14.03.2009: [L.A. Reisch & **W. Gwozdz**]. *Gendered food consumption and sustainability*. Invited Presentation at the Gendering Climate and Sustainability Conference, Copenhagen (DK)

17.01.2009: [**W. Gwozdz** & L.A. Reisch]. *Maternal employment and its effects on childhood obesity*. Presentation at the IDEFICS gender workshop, Copenhagen (DK)

17.01.2009: [**W. Gwozdz** & K. Bammann]. *Do discrepancies in the parental perception of children's weight affect families dietary behaviour?* Presentation at the IDEFICS gender workshop, Copenhagen (DK)

16.01.2009: [L.A. Reisch & **W. Gwozdz**]. *IDEFICS qualitative studies on the role of commercials – Training in Copenhagen*. Content planning and coordination of the IDEFICS qualitative studies on the role of commercials, Copenhagen (DK)

12.-16.11.2008: [L.A. Reisch & **W. Gwozdz**]. *IDEFICS - Qualitative Studies (QS) on the Role of Commercial Communication*. Presentation at the IDEFICS General Assembly, Larnaca (CYP)

09.-11.07.2008: [**W. Gwozdz** & A. Sousa-Poza]. *Ageing, Health and Life Satisfaction of the Oldest Old: An Analysis for Germany*. Poster Presentation at the 8th International German Socio-Economic Panel User Conference, Berlin (D)

18.-21.06.08: [**W. Gwozdz** & A. Sousa-Poza]. *Ageing, Health and Life Satisfaction of the Oldest Old: An Analysis for Germany*. Competitive Paper at the XXII Annual Conference of the European Society for Population Economics 2008, London (UK)

17.-19.10.2007: [**W. Gwozdz**]. *Why has a reduction in housework for women not led to an equal division of housework between the sexes?* Competitive Paper at the International Association for Time Use Research XXVIII Conference 2007, Washington D.C. (US)

03.-05.10.2007: [**W. Gwozdz**]. *Why does less housework for women not (yet) lead to an equal division of housework between men and women?* Competitive Paper at the Nordic Consumer Policy Research Conference 2007, Helsinki (FIN)

27.-28.10.2006: [**W. Gwozdz**]. *Warum verrichten Frauen heute weniger Haushaltsarbeit?* Competitive Paper at the 14. Kolloquium des Jungen Forums „Aspekte der Alltags- und Lebensökonomie“, Bonn (D)

16.-17.05.2006: [**W. Gwozdz**]. *Umfang und Organisation privater Haushaltsarbeit - Ergebnisse der Zeitbudgetuntersuchungen*. Invited presentation at the Werkstattgespräch 5: „...und wer passt auf die Kinder der Dienstmädchen auf? Arbeit und Lebensweise im Spiegel der Haushaltsökonomie“, Goettingen (D)

07.-08.04.2006: [**W. Gwozdz**]. *Geschlechtsspezifische Arbeitsteilung und die Determinanten der Zeit für Haushaltsführung und Betreuung der Familie*. Competitive Paper at the Frühjahrstagung des Fachausschusses Strukturwandel des Haushalts der Deutschen Gesellschaft für Hauswirtschaft e.V. (dgh) „Strukturwandel des Haushalts – Zeit und Raum – Haushalte als basale Akteure stärken“, Bonn (D)