

# Curriculum Vitae

## PERSONAL DETAILS

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Name: **Katharina Bissinger**  
Date of birth: 16.01.1989  
Place of birth: Hadamar, Germany  
Contact: [Katharina.M.Bissinger@agrار.uni-giessen.de](mailto:Katharina.M.Bissinger@agrار.uni-giessen.de)

## EDUCATION

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12/2014 **Master of Science in Economic Policy** at the Universität Siegen  
*Thesis: „Pro-poor growth: How institutions matter to reach the Millennium Goals“*

07/2012 **Bachelor of Science in Economics** at the Philipps-Universität Marburg  
*Thesis: „NGOs als dritte Kraft in Entwicklungszusammenarbeit: Auswirkungen auf Governance“*

07/2012 **Certificate** of the priority program “**Law and Economics**”, Philipps-Universität Marburg

06/2008 **High-School Graduation**  
Fürst-Johann-Ludwig-Schule, Hadamar

## PROFESSIONAL EXPERIENCE

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Since 04/2015 **Research Assistant**, Institute of Market Research and Agricultural Policy, Justus-Liebig-Universität Gießen  
*Main Research: Economics of Fair Trade*  
*Involvement in Teaching:*  
*Tutor for BK03: Volkswirtschaftslehre und Betriebswirtschaftslehre I, BK 14: Politik und Märkte der Agrar- und Ernährungswirtschaft; BP26: Agrar- und Ernährungswirtschaft in der EU; MK 03: Angewandte Ökonometrie, MK 45: Marktlehre für Fortgeschrittene.*

11/2013- 06/2014 **Student Assistant** at first at the chair of European Macroeconomic Studies at the Universität Siegen and afterwards at the Forschungskolleg Siegen (Fokos), Universität Siegen.

## CONFERENCES ATTENDED AND ACADEMIC ADVANCEMENT

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- Since 2015 Several Courses organized by the GGS (Graduate School for Economics of the Justus-Liebig Universität Giessen)  
*Topics: Efficient Reading, Time Series Analysis, Structural Equation Modelling with AMOS, Meta-Analysis etc.*
- Since 2015 Several Courses Organized by MAGS -Inter-University Doctoral Program in Economics  
*Topics: IP-Law, Industrial Economics, Behavioural Economics, Applied Macroeconomics etc.*
- 29/08-01/09/2017 XV EAAE Congress: "Towards Sustainable Agri-Food Systems: Balancing between Markets and Society", Parma, Italy.
- 23/10/2016 Speaker at a Stube Hessen Seminar „Gesunder Konsum“, Topic of the specific Workshop: „Herausforderungen des Zuckerregulierung“, Stube Hessen-World University Service (WUS), Darmstadt.
- 09-10/06/2016 153. EAAE-Seminar, New Dimensions of Market Power and Bargaining in the Agri-Food Sector: Organisations, Policies and Models, Gaeta, Italy.
- 12/05/2016 Workshop organized by the GIGA, in cooperation with FONAP and PEGNet, Certification of Agricultural Products as a Key Driver of Sector Transformation, Hamburg.
- 23-25/09/2015 55. Annual Meeting of the Gesellschaft für Wirtschafts- und Sozialwissenschaften des Landbaues (GeWiSoLa e.V.), „Perspektiven für die Agrar- und Ernährungswirtschaft nach der Liberalisierung“, 23.-25. September 2015 in Gießen.

## PUBLICATIONS IN PEER-REVIEWED JOURNALS

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- Bissinger, K.** and Leufkens, D. (2017): Ethical food labels in consumer preferences, *British Food Journal*, Vol. 119 No. 8, 1801-1814.
- Bissinger, K.** (2018): Price Fairness: Two Stage Comparison of Conventional and Fairtrade Prices, upcoming in *Journal of International Consumer Marketing*.

## WORK IN PROGRESS

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**Bissinger, K.** and Leufkens, D.: Evaluating the Effect of Fairtrade Certification on Regional Markets in the Global South (Under review)

**Bissinger, K.:** Fair Trade and Economic Pro-poor Growth: A Theoretical Framework (Under review)

**Bissinger, K.:** Sustainability Labels: Are Price Premia Relevant in Online Food Retailing? (Revise & Resubmit)

Krandick, L., **Bissinger, K.**, and Herrmann, R.: Implicit Prices of Sustainability on German Online Markets for Honey (Under review)

**Bissinger, K.** and Leufkens, D.: Target Group Analysis of German Fairtrade Consumers (Under review)

## CONFERENCE CONTRIBUTION

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**Bissinger, K.** and Leufkens, D. (2016): Fair stuff and the use of ethical food labels in consumer preferences, Presentation at the 153. EAAE-Seminar, New Dimensions of Market Power and Bargaining in the Agri-Food Sector: Organisations, Policies and Models, 09.-10.06.2016, Gaeta, Italy.

**Bissinger, K.** (2017): Fairtrade in the international market setting: Analysing prices of certified products, Poster Contribution, XV EAAE Congress: "Towards Sustainable Agri-Food Systems: Balancing between Markets and Society", Parma, Italy.

Herrmann, R.; **Bissinger, K.**; Krandick, L. (2017): Preferences, Marginal Costs and the Price Premium of Sustainability Characteristics in Foods: A Hedonic Analysis for the Honey Market, Contributed Paper, XV EAAE Congress: "Towards Sustainable Agri-Food Systems: Balancing between Markets and Society", Parma, Italy.

## MEMBERSHIPS IN ACADEMIC ORGANIZATIONS

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Since 2016	Member of the European Association of Agricultural Economics (EAAE)
Since 2015	Member of the Gesellschaft für Wirtschafts- und Sozialwissenschaften des Landbaus e.V. (GeWiSoLa)
Since 2015	Current Student of MAGKS (Inter-University Doctoral Program in Economics)

## ARTICLES REVIEWED FOR

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British Food Journal  
European Association of Agricultural Economics (EAAE)  
Journal of International Food & Agribusiness Marketing