

## DR. TINA JOANES

### ACADEMIC AND PROFESSIONAL EXPERIENCE

---

02/2019 – present      **Research Fellow** Justus-Liebig-Universität (Gießen)

Responsibilities: Lecture about consumer behaviour and seminar about methods of behaviour change. As research fellow with a focus on teaching I facilitate students' learning by providing concise information from the areas of psychology, consumer behaviour and research methods.

- Achievements:
- developed syllabus and set vision for parts of the study program
  - teaching a variety of psychological, methodological and sustainability related topics
  - supervision of theses

01/2016 – present      **PhD Fellow** Copenhagen Business School (Copenhagen)

Responsibilities: PhD thesis in the area of environmental psychology and transformative consumer behaviour, thesis title 'Reducing clothing consumption – psychological drivers for behaviour change'. For my PhD project, I developed a research-based strategy to engage consumers in reduced consumption. In parallel, I was responsible for data analysis and research contributions to work packages of the EU Horizon 2020 project 'Trash-2-Cash'.

- Achievements:
- acquired in-depth knowledge in quantitative data collection and advanced data analysis, both survey and intensive longitudinal data
  - teaching of method and quantitative data analyses courses
  - communicated research results in form of reports and presentations with international, (non-)expert project consortium and the public

11/2015 – 12/2015      **Research Assistant** Copenhagen Business School (Copenhagen)

Responsibilities: Assessment of the current market situation and market potentialities of recycled textile technologies for both fashion and non-fashion use. In my role as research assistant for the EU horizon 2020 project 'Trash-2-Cash' I synthesized knowledge delivered by consortium partners in form of a report about the new area of chemically recycling textiles.

- Achievements:
- facilitated knowledge transfer and collaboration within an international team of researchers & practitioners
  - delivered relevant project reports and presentations on the current state and market potentialities of recycled textile technologies

09/2013 – 05/2015      **Research Assistant** Copenhagen Business School (Copenhagen)

Responsibilities: Development of a research-based communication strategy for sustainable clothing consumption. In my role as research assistant within the 'MISTRA Future Fashion project' I conducted data analysis of quantitative survey data, developed research-based workshops and communicated analysis results in illustrative ways to a (non)expert audience.

- Achievements:
- provided empirical based knowledge on fashion consumption behaviour among young consumers, interpreted results and developed workshops to change behaviour accordingly
  - assessed workshop success and potential based on a quantitative evaluation process

11/2012 – 08/2013      **Research Assistant** Institut für ökologische Wirtschaftsforschung (Berlin)

05/2012 – 09/2012      **Data Administrator** Hay Group Insight EMEA (London)

09/2010 – 08/2011	<b>Research Assistant</b> TÜV Rheinland Akademie – Center of CSR, Sustainability and Compliance (Berlin)
10/2009 – 09/2011	<b>Student Associate</b> Department for Work, Occupational and Organisational Psychology at Free University (Berlin)
02/2009 – 09/2009	<b>Student Assistant</b> Intelligenz System Transfer (Potsdam)

---

#### EDUCATION

---

10/2010 – 03/2014	<b>M. Sc. Psychology</b> (Free University of Berlin) Focus on Occupational, Professional and Organisational Psychology
10/2007 – 10/2010	<b>B. Sc. Psychology</b> (Free University of Berlin)
07/2007	A levels (Clemens-Winkler-Gymnasium Aue)

---

#### STIPENDS

---

01/2017	EliteForsk Travel Grant (Stipend of the Danish Ministry for Education and Research)
---------	---

---

#### RESEARCH STAY ABROAD

---

01/2018 – 03/2018	Technical University Berlin (Institute of Vocational Education and Work Studies)
04/2018 – 07/2018	University of Surrey (Centre for the Understanding of Sustainable Prosperity)

---

#### RESEARCH PROJECTS

---

11/2015 – 11/2018	Trash-2-Cash / project for the design of high-value products from zero-value waste textiles and fibres via design driven technologies, funded within the EU Horizon 2020 framework
09/2013 – 05/2015	Mistra Future Fashion / project on sustainable fashion, funded by the Swedish Mistra Foundation

## TEACHING EXPERIENCE

---

### Lectures and seminars

- Verbraucherverhalten (2019)
- Veränderung von Verbraucherverhalten (2019)
- Quantitative Research Methods for Business Students (shared lecture, 2016 & 2017)
- Survey Design for Public Relations and Issue Management (shared exercise, 2017)
- Survey Design for Quantitative Business Research (shared lecture, 2017)
- Responsible Management (shared exercise, 2017)
- Globalisation Studies (shared workshop, 2017)

## PUBLICATIONS AND DISSEMINATIONS

---

### Publications (peer reviewed)

- Joanes, T.**, Gwozdz, W., & Klöckner, C. A. (2020). Reducing personal clothing consumption: A cross-cultural validation of the comprehensive action determination model. *Journal of Environmental Psychology*, 71, 101396.
- Joanes, T.** (2019). Personal norms in a globalized world: Norm-activation processes behind reduced clothing purchases. *Journal of Cleaner Production*, 212, 941–949.
- Gwozdz, W., Steensen Nielsen, K., & **Müller, T.** (2017). An environmental perspective on clothing consumption: consumer segments and their behavioral patterns. *Sustainability*, 9(5), 762.
- Farsang, A., Gwozdz, W., **Müller, T.**, & Reisch, L. A. (2015). Young Consumers' Engagement in Sustainable Fashion: An International Comparison of Consumer Attitudes and Behavior. The 23rd Nordic Academy of Management Conference.
- Müller, T.**, Gwozdz, W., & Reisch, L. A. (2015). Responsibility Attribution and Consumer Behaviour in the Light of the Bangladesh Factory Collapse. *Journal of Macromarketing*, 35(1), 144.

### Planned publications

- Joanes, T.**, Gwozdz, W., & Geiger, S. (planned). Think twice – an intervention strategy to reduce clothing consumption

### Reports and other publications

- Roed Nielsen, K., **Müller, T.**, Gwozdz, W., Bauer, J. M., & Steensen Nielsen, K. (2018). Task 3.3 Consumer Evaluation of Materials and Products Developed Within the Project: Results of Experimental Auctions. Frederiksberg: Copenhagen Business School.
- Müller, T.**, & Gwozdz, W. (2017). Short report on comparison of barriers perceived by consumers and experts. Confidential report within the EU Horizon 2020 project Trash-2-Cash.
- Müller, T.**, & Gwozdz, W. (2016). Publishable manuscript on perceived barriers towards recycled products. Confidential report within the EU Horizon 2020 project Trash-2-Cash.
- Müller, T.**, & Gwozdz, W. (2016). Final report on market potentialities and context of use. Confidential report within the EU Horizon 2020 project Trash-2-Cash.

- Müller, T.,** Gwozdz, W., & Gwozdz, F. (2015). Future Fashion Alternatives: A Social Marketing Toolbox to Promote Sustainable Fashion Alternatives. Stockholm: Mistra Future Fashion.
- 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. Stockholm: Mistra Future Fashion.
- Müller, T.,** & Gwozdz, W. (2014). Internal Target Group Report on Young Consumers. Stockholm: Mistra Future Fashion
- Giese, C., & **Müller, T.** (2011). Nachhaltigkeit in der Geschäftsreiseorganisation. Berlin: TÜV Rheinland.

Conference and workshop presentations

- **Müller, T.** (10.10.2018). Psychological Drivers for Reduced Clothing Consumption - Behavior Change on the Individual Level. Presentation at the *International Expert Workshop: Maintaining Biodiversity and Ecosystem Services Worldwide through Sustainable Consumption*, International Academy for Nature Conservation Isle of Vilm (Germany)
- **Müller, T.** (04.09.2018). Psychological drivers and barriers for reduced clothing consumption. An analysis on the individual level. Presentation at the *1<sup>st</sup> North-South Conference on Degrowth*, Mexico City (Mexico)
- **Müller, T.,** & Gwozdz, W. (10.07.2018). The consumer as political agent of change. Possibilities and boundaries for true environmental impact in clothing consumption. Presentation at the *43th Annual Macromarketing Conference*, Leipzig (Germany)
- **Müller, T.** (28.06.2018). Reduced Consumption of Clothing. Prevalence, motivations & behaviour change. Presentation at the *SCORAI conference 2018*, Copenhagen (Denmark)
- **Müller, T.** (21.06.2018). Reduced Consumption of Clothing. Prevalence and motivations. Presentation at the *German Federal Agency for Nature Conservation Summer School in Environmental Psychology*, International Academy for Nature Conservation Isle of Vilm (Germany)
- **Müller, T.,** & Gwozdz, W. (19.07.2017). Everyday fashion consumption across Western countries. Presentation at the *International Symposium on Sustainable Fashion Consumption*, Ulm (Germany)
- **Müller, T.,** Gwozdz, W., & Reisch, L. (23.10.2014). Responsibility in Sustainable Consumption: A Consumer Perspective. Presentation at the *IARU Sustainability Science Congress within the session 'From Knowledge to Action'*, Copenhagen (Denmark).
- **Müller, T.,** Gwozdz, W., & Reisch, L. (2.-5.7.2014). From Shared Responsibility to Responsibility Diffusion: A Consumer Perspective. Presentation at the *39th Annual Macromarketing Conference*, London (UK).