

HARTMANN, MONIKA

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RESEARCH INTERESTS

Information and communication in the food sector
 Food demand and consumer protection policies
 Ethical consumption
 Corporate Social Responsibility in the food sector
 Competitiveness of the food sector

ACADEMIC EDUCATION AND DEGREE

| Date | Education | Place |
|-----------|---|--|
| 1987-1991 | Postgraduate Studies in Agricultural Economics 1991: Ph.D. in Agricultural Economics, University Giessen | University of Giessen, Faculty of Agricultural Science and University of Frankfurt, Faculty of Economics |
| 1984-1987 | Main studies in Agricultural Economics 1987: Diploma Degree (Dipl. Ing. Agr.) | University of Giessen |
| 1983-1984 | 1 year training different agricultural enterprises including examination | Relliehausen, Wettenberg |
| 1981-1983 | Basic Studies in Agricultural Science | University of Giessen |

ACADEMIC EXPERIENCES AND POSITIONS

| Date | Experiences and Positions | Place |
|------------|---|---|
| since 2002 | Full Professor at the Agricultural Faculty | University of Bonn |
| 1996-2002 | Full Professor at the Agricultural Faculty | University of Halle |
| 1995-2002 | One of three Research Directors of IAMO and Head of the Research Division on Agricultural Markets, Marketing and World Agricultural Trade | Institute of Agricultural Development in Central and Eastern Europe (IAMO), Halle |
| 1994-1995 | Acting Professor at the Agricultural Faculty | University of Giessen |
| 1992-1995 | Assistant Professor (C1) at the Faculty of Economics | University of Frankfurt |
| 1987-1992 | Research Fellow at the Faculty of Economics | University of Frankfurt |
| 1987 | Research Fellow at the Agricultural Faculty | University of Giessen |

SCIENTIFIC AWARDS

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| 2011 | Quality of Policy Contribution Award of the European Association of Agricultural Economists for the paper 'Increasing Children's Fruit and Vegetable Consumption: Lessons from Advertising'. EuroChoices, 8 (3): 22-28. (Co-author: Gesa Maschkowski). |
| 1992 | CEPES-Award 1992 of the Association for Economic Progress in conjunction with the University of Frankfurt for outstanding achievements of young researchers |
| 1992 | Award of the German Association of Agricultural Economists for the best Ph.D. Thesis in 1991 |
| 1992 | Award of the University of Giessen for the best dissertation in the field of agricultural and food science in 1991/92 |
| 1986 | Scholarship of the Kernforschungsanlage Juelich to participate in the 'Young Scientists Summer Program' of the International Institute for Applied Systems Analysis (IIASA), Laxenburg (Austria) |

RECENT RESEARCH GRANTS (AMOUNT GOING TO THE MARKET RESEARCH CHAIR)

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| 2013-2014 | Multimethodische Bewertung von Schweinehaltungsverfahren durch Verbraucher anhand von Videos aus realen Schweineställen. (€58 200) |
| 2012-2014 and 2014-2015 | EU school fruit scheme in NRW. This project aims to analyze effects of the school fruit scheme in NRW by considering the parental influence, the frequency of providing fruits and vegetables per week also considering longer term effects. (€93000 + €48 000) |
| 2011-2014 | Frucht macht Schule - Innovative Vermarktungsstrategien im Bereich der Gemeinschaftsverpflegung. In the frame of the EU school fruit scheme in North Rhine-Westphalia (NRW) it is analyzed which innovative concepts in the areas of marketing, quality management, delivery logistics and target group oriented training methods could be implemented to improve the competitiveness and to facilitate the market entrance of SMEs in the fruit and vegetable sector of NRW. (€227 773) |
| 2012-2014 | Nachhaltigkeitsstudie Ernährung.NRW. The objective of the study is to transfer practical knowledge regarding the implementation and communication of responsible firm conduct to strengthen the competitiveness of the food sector in North Rhine Westphalia NRW. (€152 037) |

PROFESSIONAL SERVICES AND AFFILIATIONS

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| beginning 2015 | Co-editor of the Journals ,Agribusiness: An International Journal' (together with Prof. Dr. Rigoberto A. Lopez from the University of Connecticut and with Prof. Dr. Nobuhiro Suzuki from the University of Tokyo) Before (2011 until 2015) Member of the editorial board of this journal |
| continuously | Review of papers from various journals e.g. German Journal of Agricultural Economics, Agricultural Economics, British Food Journal, European Review of Agricultural Economics, for Conferences of the European Association of Agricultural Economists (EAAE), the International Organisation of Agricultural Economists (IAAE) and the German Association of Agricultural Economists, Review of Research Proposals/Ph.D. proposals e.g. for the German Research Foundation, Studienstiftung des Deutschen Volkes, German |

CV Monika Hartmann

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| | Academic Exchange Service. |
| since 2011 | Member of the editorial board of ‘Agribusiness: an International Journal’ |
| since 1997 | Member of the editorial board of ‘Quarterly Journal of International Agriculture’ |
| since 2010 | Chair of the International Advisory Board of the ‘Wageningen School of Social Sciences’, the successor of the Mansholt Graduate School of Social Sciences (MGSS) at the University of Wageningen; from 2006-2010 member of the International Advisory Board of the MGSS |
| 2011-2014 | Past President of the European Association of Agricultural Economists (EAAE), from 2008-2011 President and from 2005 to 2008 Vice President of the EAAE |
| Since 2012 | Co-Chair of the Network on the Economics of Food Choice and Health (together with Carola Grebitus); from 2010- 2012 member of the network |
| Since 2011 | Member of the ‘Center of Integrated Dairy Research’ Bonn University |
| since 2013 | Vice Chair of the ‘International Center for Food Chain and Network Research Bonn’; from 2006-2013 member of this Center |
| since 1992 | <p>Organization together with other colleagues of several international seminars/conferences (EAAE 1992, EAAE 1997, EAAE 1999, International Agricultural Trade Research Consortium 2005, 5th International Consumer Sciences Research Conference 2011).</p> <p>Member of the program committee of two international conferences (EAAE 1996, IAAE 2000) and several EAAE seminars (e.g. 115. EAAE co-organized with AAEA Seminar in 2010, 116. EAAE Seminar in 2010, 124. EAAE Seminar co-organized with AAEA in 2012; 141. EAAE Seminar co-organized with AAEA and CAES).</p> |
| since 1993 | <p>Guest-editor (jointly with other colleagues) of Special Journal Issues:</p> <p><i>European Review of Agricultural Economics</i>, Vol. 39 (2012), special issue on ‘The Economics of Food, Food Choice and Health’ (together with Grebitus, C., Roosen, J.)</p> <p><i>International Journal of Consumer Studies</i>, Vol. 36 (2012), special issue on ‘Consumer Behaviour towards a Sustainable Future’ (together with Grebitus, C., Piorkowsky, M.-B., Pakula, C, Stamminger, R.)</p> <p><i>Journal of International Agricultural Trade and Development</i>, Vol. 4 (2008), No.1, special issue on ‘Food Regulation and Trade: Institutional Framework, Concepts of Analysis and Empirical Evidence’ (together with Rudloff, B., Heckeley, T.)</p> <p><i>Journal of Economic Integration</i>, Vol. 8 (1993), No. 2, special issue on ‘Agricultural Trade and Economic Integration in Europe and in North America’ (together with Von Witzke, H., Schmitz, P. M.)</p> <p>Editor (jointly with other colleagues) of books:</p> <p><i>Agriculture and Food in the 21st Century Economic, Environmental and Social Challenges</i>, Peter Lang Verlag, Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien, 2014 (together with Hesse, Joachim W.)</p> <p><i>Agri-food Chain Relationships</i>, Oxford, 2010 (together with Fischer, C.)</p> <p><i>Agricultural Trade and Economic Integration in Europe and in North</i></p> |

America, Kiel 1994 (together with Von Witzke, H., Schmitz, P. M.)

Analysis of Food Consumption in Central and Eastern Europe: Relevance and Empirical Methods, Studies on the Agricultural and Food Sector in Central and Eastern Europe, Vol. 13, Kiel, 2001 (together with Brosig, S.)

Food Processing and Distribution in Transition Economies: Problems and Perspectives, Studies on the Agricultural and Food Sector in Central and Eastern Europe, Vol. 3, Kiel, 1999 (together with Wandel, J.)

Landwirtschaft und Chemie - Simulationsstudie zu den Auswirkungen einer Reduzierung des Einsatzes von Mineraldüngern und Pflanzenschutzmitteln aus ökonomischer Sicht, Kiel 1993 (together with Schmitz, P.M.)

Member of the European Association of Agricultural Economics (EAAE)

Member of the German Association of Agricultural Economics

Member of the Agricultural and Applied Economic Association (AAEA) and sections (Food Safety and Nutrition Section and Food and Agricultural Marketing Policy Section).

SELECTED PEER REVIEWED JOURNAL PUBLICATIONS (SINCE 2009)

FISCHER, C., HARTMANN, M., REYNOLDS, N., LEAT, P., REVOREDO-GIHA, M., HENCHION, M., ALBISU, L. M. AND GRACIA, A. (2009): Factors influencing contractual choice and sustainable relationships in European agri-food supply chains, *European Review of Agricultural Economics*, Vol. 36:541-569.

GREBITUS, C., HARTMANN, M., AND N. REYNOLDS (FORTHCOMING): Global Obesity Study on Drivers for Weight Reduction Strategies, *Obesity Facts*.
(Manuskript und Annahmebestätigung des Herausgebers sind beigefügt).

HARTMANN, M., KLINK, J., SIMONS, J. (FORTHCOMING): Cause Related Marketing in the German Retail Sector: Exploring the Role of Consumers' Trust. *Food Policy*.
(Manuskript und Annahmebestätigung des Herausgebers sind beigefügt)

HARTMANN, M., HEINEN, S., MELIS, S. AND SIMONS, J. (2013): Consumers' Awareness of CSR in the German Pork Industry, *British Food Journal*, 115: 124-141

HARTMANN, M. (2011): Corporate social responsibility in the food sector, *European Review of Agricultural Economics*, 38: 297-324.

HIRSCH, S. AND HARTMANN, M. (2014): Persistence of firm-level profitability in the European dairy processing industry. *Agricultural Economics*, 45 (S1): 53-63.

HIRSCH, S., SCHIEFER, J., GSCHWANDTNER, A. AND HARTMANN, M. (2014): The determinants of firm profitability differences in EU food processing, *Journal of Agricultural Economics*, 65 (3): 703-721.

LANGEN, N., GREBITUS, C. AND HARTMANN, M. (2013): Success factors of Cause-related Marketing in Germany, *Agribusiness*, 29: 207-227

LENSCH, A. K., HARTMANN, M. AND SIMONS, J. (2011): Beeinflussung der Wirkung von Ernährungsinformation durch Framing: Analyse am Beispiel von Folsäure, *German Journal of Agricultural Economics*, 60: 139-153.

Maschkowski, G., Hartmann, M., Hoffmann, J. (2014): Health-related on-pack communication and nutritional value of ready-to-eat breakfast cereals evaluated against five nutrient profiling schemes, *BMC Public Health* 2014, 14:1178