

Susanne Pedersen
Associate professor
Department of Management - MAPP - Research on Value Creation in the Food Sector
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2623, D208
8210 Aarhus V
Denmark
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Curriculum Vitae

I am an associate professor at Department of Management and connected to MAPP – Centre for research on customer relations in the food sector, the Marketing & Sustainability research group and the Social Media Research Group.

Research areas

Marketing, social media marketing, marketing communication, consumer behaviour, sustainable behaviour, branding, social media, health, behaviour change, interventions, children, adolescents, healthy eating, families.

I have been involved in the following projects lately:

"Creating a consumer-friendly sustainability label for food":

<https://mgmt.au.dk/mapp/projects/sustainability-labelling>

"Trustfood - Building a business model to enhance consumer trust and influence decision making using a sustainability transparency labelling system". Read more here:

<https://mgmt.au.dk/research/marketing/mapp/projects/sustainability-labelling/>

I am also a part of the Porkbrand project, where we study branding and consumer behaviour of pork meat in China.

Please see more here: <https://mgmt.au.dk/research/marketing/mapp/projects/porkbrand/>

Previously I have been involved in the project 'Sustainable Organic Market Development with International Trade (SOMDWIT), which aimed at gaining a stronger foundation for the export strategy of the Danish organic sector. Read more here: <http://icrofs.dk/forskning/dansk-forskning/organic-rdd-22/somdwit/>

Teaching

I teach marketing management at the bachelor level, where I am course responsible and coordinator of tutorials. I also teach and coordinate the elective "Social Media Marketing". At the master level, I teach Marketing Communication and give guest lectures in different courses. I also supervise internships, bachelor, master and PhD theses.

Education

PhD, Adolescents' healthy eating - a socio-cognitive approach to studying consumer socialisation and behaviour change, Aarhus University (AU)

1 Aug 2010 → 28 May 2015

Award Date: 28 May 2015

Cand. scient. pol., University of Copenhagen

1 Sept 1999 → 24 Mar 2005

Award Date: 24 Mar 2005

Employment

15/6 2016 - Assistant professor, Department of Management, Aarhus University

1/7 2015-14/6 2016 Post.doc., Department of Management, Aarhus University

1/3 - 30/6 2015 Research assistant, Department of Management, Aarhus University

1/8 2010 - 20/2 2015 (incl. leave) PhD student, Department of Management, Aarhus University

1/9 - 1/12 2011 Visiting PhD student, Department of Psychology, Bath University, UK

8/1 2008 - 31/7 2010 (incl. leave) Research assistant, Department of Marketing and Statistics, Aarhus University

1/10 2003 - 1/10 2007 Project manager, Geelmuyden.Kiese (PR-agency)

9/1 - 28/5 2003 Project manager, Danish Cultural Institute, Tallinn, Estonia (traineeship)

Publications

Meat reduction meets family reality: Negotiating sustainable diets in households with adolescents

Hesselberg, J., Pedersen, S. & Grønhøj, A., 1 Apr 2024, In: *Appetite*. 195, 107213.

How does displaying fake reviews impact consumers' purchase intention? The mediation effects of perceived trust, risk, and quality

Pedersen, S. & Li, Y., 28 May 2024.

Virtual Influencer Marketing: The Good, the Bad, and the Unreal

Mouritzen, S. L. T., Penttinen, V. & Pedersen, S., Feb 2024, In: European Journal of Marketing. 58, 2, p. 410-440 31 p.

Pleasure, quality or status? An analysis of drivers of purchase of fresh pork in China

Mulders, M., Grunert, K. G., Pedersen, S., Brunsø, K. & Zhou, Y., Jan 2024, In: Frontiers in Animal Science. 4, 1327105.

CircleHealth – The Danish Hospital Sector Towards a Circular Transition of Textile and Plastic Waste

Oturai, N. G., Christensen, T. B., Hansen, S. F., Pedersen, S., Taudal, S. L. & Syberg, K., 28 Nov 2023, (Submitted).

Impacts of #deinfluencing on Social Media

Penttinen, V., Ciuchita, R. & Pedersen, S., 27 Oct 2023, (Submitted).

Food Sustainability Understanding in the Nordic-Baltic countries

Stancu, V., Pedersen, S., Bech-Larsen, T. & Aschemann-Witzel, J., Oct 2023, Copenhagen: Nordic Council of Ministers. 86 p.

The influence of relative popularity on negative fake reviews: A case study on restaurant reviews

Li, Y., Zhang, Z., Pedersen, S., Liu, X. & Zhang, Z., Jul 2023, In: Journal of Business Research. 162, 113895.

Environmental engagement: Promoting veganism on social media

Pedersen, S., Juhasz, V. & Jacobsen, L., 23 Jun 2023.

Food sustainability understanding in the Nordic-Baltic countries

Stancu, V., Aschemann-Witzel, J., Pedersen, S. & Bech-Larsen, T., 23 Jun 2023.

Do they know? Consumer perception of greenwashing in food

Pedersen, S., 26 May 2023.

Do they know? Danish consumers' perception of greenwashing in food

Pedersen, S., 24 May 2023.

Is She Real? Leveraging Real-Life and Computer-Generated Imagery Influencer Marketing in Brand Communications

Penttinen, V., Mouritzen, S. L. T. & Pedersen, S., 18 May 2023.

Retail or consumer responsibility? Reflections on food waste and food prices among deal-prone consumers and market actors

Aschemann-Witzel, J., Randers, L. & Pedersen, S., May 2023, In: Business Strategy and the Environment. 32, 4, p. 1513–1528 16 p.

Consumer Attitudes Towards Imported Organic Food in China and Germany: The Key Importance of Trust

Pedersen, S., Zhang, T., Zhou, Y., Aschemann-Witzel, J. & Thøgersen, J., 21 Apr 2023, In: Journal of Macromarketing. 43, 2, p. 233–254 22 p.

Food sustainability understanding among the Nordic-Baltic consumer-citizens

Stancu, V., Pedersen, S., Bech-Larsen, T. & Aschemann-Witzel, J., 19 Apr 2023.

- What consumers want in a sustainability food label: Results from online co-creation workshops in the United Kingdom, Ireland and Denmark**
Pedersen, S., Benson, T., Tsalis, G., Futtrup, R., Dean, M. & Aschemann-Witzel, J., 2023, In: *Frontiers in Sustainability*. 4, 1342215, 1342215.
- A family approach to sustainable eating and change processes**
Hesselberg, J., Pedersen, S. & Grønhøj, A., May 2022.
- Drivers of and barriers to consumers' plastic packaging waste avoidance and recycling – A systematic literature review**
Fogt Jacobsen, L., Pedersen, S. & Thøgersen, J., Mar 2022, In: *Waste Management*. 141, p. 63-78 16 p.
- The importance of the export country's environmental image for consumer responses to an imported environmentally friendly product**
Thøgersen, J. & Pedersen, S., 26 Oct 2021, In: *International Marketing Review*. 38, 6, p. 1217-1241 25 p.
- What consumers want in a sustainability food label: Results from online co-creation workshops in Denmark, Northern Ireland & United Kingdom**
Pedersen, S., Benson, T., Futtrup, R., Tsalis, G., Dean, M. & Aschemann-Witzel, J., 7 Oct 2021.
- Is the whole more than the sum of its parts? Challenges and opportunities for a holistic consumer-friendly sustainability label on food**
Futtrup, R., Tsalis, G., Pedersen, S., Dean, M., Benson, T. & Aschemann-Witzel, J., Oct 2021, In: *Sustainable Production and Consumption*. 28, p. 1411-1421 11 p.
- Virtual Co-Creation: A Guide to Conducting Online Co-Creation Workshops**
Benson, T., Pedersen, S., Tsalis, G., Futtrup, R., Dean, M. & Aschemann-Witzel, J., Oct 2021, In: *International Journal of Qualitative Methods*. 20, January-December, 15 p.
- Country image and consumer evaluation of imported products: test of a hierarchical model in four countries**
Thøgersen, J., Aschemann-Witzel, J. & Pedersen, S., Jan 2021, In: *European Journal of Marketing*. 55, 2, p. 444-467 24 p.
- Prevalence and predictors of weight loss maintenance: a retrospective population-based survey of European adults with overweight and obesity**
Evans, E. H., Sainsbury, K., Marques, M. M., Santos, J., Pedersen, S., Lahteenmaki, L., Teixeira, P. J., Stubbs, R. J., Heitmann, B. L. & Sniehotta, F. F., Dec 2019, In: *Journal of Human Nutrition and Dietetics*. 32, 6, p. 745-753 9 p.
- Consuming like parents or peers? Influences on children's intake of sugar-sweetened beverages**
Pedersen, S. & Grønhøj, A., 4 Jun 2019.
- Comparison of Consumer preferences for Imported Organic Food Products in a Developed and Developing Economy**
Pedersen, S., Zhang, T., Zhou, Y., Aschemann-Witzel, J. & Thøgersen, J., 30 May 2019.
- Pride and prejudice? Comparison of consumer preferences for imported organic food products in a developed and developing economy**
Pedersen, S., Zhang, T., Zhou, Y., Aschemann-Witzel, J. & Thøgersen, J., 28 May 2019.
- Attribution of weight regain to emotional reasons amongst European adults with overweight and obesity who regained weight following a weight loss attempt**
Sainsbury, K., Evans, E., Pedersen, S., Marques, M. M., Teixeira, P. J., Lähteenmäki, L., Stubbs, R. J., Heitmann, B. L. & Sniehotta, F. F., Apr 2019, In: *Eating and Weight Disorders*. 24, 2, p. 351-361 11 p.
- The impact of organic certification and country of origin on consumer food choice in developed and emerging economies**
Thøgersen, J., Pedersen, S. & Aschemann-Witzel, J., 2019, In: *Food Quality and Preference*. 72, p. 10-30 21 p.

The complexity of self-regulating food intake in weight loss maintenance. A qualitative study among short- and long-term weight loss maintainers

Pedersen, S., Sniethotta, F. F., Sainsbury, K., Evans, E., Marques, M. M., Stubbs, R. J., Heitmann, B. L. & Lähteenmäki, L., Jul 2018, In: Social Science & Medicine. 208, p. 18-24 7 p.

The complexity of self-regulating food intake in weight loss maintenance. A qualitative exploration among short- and long-term weight loss maintainers

Pedersen, S., Sniethotta, F., Sainsbury, K., Evans, E., Marques, M., Stubbs, J., Heitmann, B. & Lähteenmäki, L., 29 May 2018.

Self-regulation and emotion regulation in weight loss maintenance

Pedersen, S., 23 May 2018.

Consumers' evaluation of imported organic food products: The role of geographical distance

Pedersen, S., Aschemann-Witzel, J. & Thøgersen, J., 2018, In: Appetite. 130, p. 134-145 12 p.

Hvad synes forbrugere på eksportmarkeder om Danmark som oprindelsesland for økologiske fødevarer?

Pedersen, S., Aschemann-Witzel, J. & Thøgersen, J., 2018, *Øget efterspørgsel efter danske økologiske fødevarer: Tre studier af motiver og ønsker hos forbrugerne med fokus på sundhed, lokale fødevarer og øget eksport*. Christensen, T. & Sandøe, P. (eds.). København: Institut for fødevarer- og ressourceøkonomi, Københavns Universitet, p. 71-88

Pride and prejudice - a comparison of consumer preferences for country-of-origins of imported organic foods in Germany and China

Pedersen, S., Aschemann-Witzel, J. & Thøgersen, J., 2018.

The impact of three levels of country image on consumer attitudes and intention to buy imported Danish organic pork

Pedersen, S., Aschemann-Witzel, J. & Thøgersen, J., 2 Nov 2017.

Trust – the key to organic export to Asia

Pedersen, S., 12 Oct 2017, In: ICROFS News.

German consumers' evaluation of imported organic food products – the importance of geographical distance

Pedersen, S., Aschemann-Witzel, J. & Thøgersen, J., 4 Sept 2017.

Troværdighed kan være økoeksportens nøgle til Asien

Pedersen, S., 31 Aug 2017, In: Økologi & Erhverv.

German consumers are not familiar with Danish organic products

Pedersen, S., 8 Jun 2017, In: ICROFS News.

Consumer evaluation of imported organic food products in emerging economies in Asia

Pedersen, S., Aschemann-Witzel, J. & Thøgersen, J., May 2017.

How important is country-of-origin for organic food consumers? A review of the literature and suggestions for future research

Thøgersen, J., Pedersen, S., Paternoga, M., Schwendel, E. & Aschemann-Witzel, J., 2017, In: British Food Journal. 119, 3, p. 542-557 16 p.

The role of food-related shopping, preparation and meal practices in diet quality and association with depressive symptoms

Pedersen, S., Toft, M. B., Stancu, C. M., Kulikovskaja, V., Tudoran, A. A., Winkens, L., van Strien, T. & Lähteenmäki, L., Jun 2016.

"He should take a course..." – a qualitative exploration of children's healthy eating as a battlefield for parents
Pedersen, S. & Grønhøj, A., 2016.

Texting your way to healthier eating? Effects of participating in a feedback intervention using text messaging on adolescents' fruit and vegetable intake

Pedersen, S., Grønhøj, A. & Thøgersen, J., 2016, In: *Health Education Research*. 31, 2, p. 171-184 14 p.

The mediation effect of emotional eating between depression and body mass index in the two European countries Denmark and Spain

van Strien, T., Winkens, L., Toft, M. B., Pedersen, S., Brouwer, I., Visser, M. & Lähteenmäki, L., 2016, In: *Appetite*. 105, p. 500-508 9 p.

The role of food-related shopping and preparation practices in diet quality and association with depressive symptoms

Toft, M. B., Pedersen, S., Stancu, C., Kulikovskaja, V., Tudoran, A. A., Winkens, L., van Strien, T. & Lahteenmaki, L., 2016, *Abstract book for the ISBNPA 2016 Annual Meeting in Cape Town, South Africa*. International Society of Behavioral Nutrition and Physical Activity, p. 119 1 p.

ADOLESCENTS' HEALTHY EATING: – A SOCIO-COGNITIVE APPROACH TO STUDYING CONSUMER SOCIALISATION AND BEHAVIOUR CHANGE

Pedersen, S., 28 May 2015, Aarhus University. 217 p.

Following family or friends: Social norms in adolescent healthy eating

Pedersen, S., Grønhøj, A. & Thøgersen, J., 2015, In: *Appetite*. 86, p. 54-60

Broken habits or Broken Dreams: SMS based promotion of fruits and vegetables to school children

Bech-Larsen, T., Grønhøj, A. & Pedersen, S., 2012.

Family members' roles in healthy-eating socialization based on a healthy-eating intervention

Pedersen, S., Grønhøj, A. & Bech-Larsen, T., 2012, In: *Young Consumers*. 13, 3

Links between family interaction and learning outcomes from a healthy-eating intervention

Pedersen, S., Grønhøj, A. & Bech-Larsen, T., 2012. 3 p.

Hvordan opfatter forbrugere sundhedsbrands?

Grunert, K., Chrysochou, P. & Pedersen, S., 2011, In: *Symboløkonomiske Nyheder*. 32, p. 10-11 2 p.

An exploration of adolescent snacking conventions and dilemmas

Bech-Larsen, T., Jensen, B. B. & Pedersen, S., 2010, In: *Young Consumers*. 11, 4, p. 253-263 11 p.

Campaigning for environmental behavioral change

Pedersen, S., 2010.

Chinese consumers' attitude towards different pig production systems

de Barcellos, M. D., Grunert, K. G., Yanfeng, Z., Sørensen, B. T., Pedersen, S. & Guang, H., 2008, *ANZMAC 2008 Conference Proceedings*. Spanjaard, D., Denize, S. & Sharma, N. (eds.). ANZMAC, 8 p.

Nordic scepticism towards health claims

Pedersen, S. & Grunert, K. G., 2008, *Annual Report 2006-2007*. Poulsen, L. V. & Stacey, J. (eds.). Aarhus: Aarhus School of Business, Aarhus University, MAPP Centre, p. 6-7 2 p.

Activities

2023 AMS ANNUAL (48TH) CONFERENCE (Event)

Susanne Pedersen (Reviewer)
1 Nov 2022 → 30 Nov 2022

2nd Nordic Conference on Consumer Research

Susanne Pedersen (Speaker)
31 May 2012 → 1 Jun 2012

2nd Nordic Conference on Consumer Research

Susanne Pedersen (Participant)
29 May 2012 → 1 Jun 2012

3rd Norwegian Food Market Research Conference

Susanne Pedersen (Speaker)
2 Nov 2017 → 3 Nov 2017

Academy of Marketing Science World Marketing Congress 2024 (Event)

Susanne Pedersen (Reviewer)
27 Oct 2023

Adolescents' healthy eating - a socio-cognitive approach to studying consumer socialisation and behaviour change

Susanne Pedersen (Lecturer)
28 May 2015

AIMS Agriculture and Food (Journal)

Susanne Pedersen (Reviewer)
Oct 2018

Appetite (Journal)

Susanne Pedersen (Reviewer)
Sept 2017 → ...

Appetite (Journal)

Susanne Pedersen (Reviewer)
Jan 2016 → ...

Appetite (Journal)

Susanne Pedersen (Reviewer)
Oct 2018

Appetite (Journal)

Susanne Pedersen (Reviewer)
Jan 2019

Appetite (Journal)

Susanne Pedersen (Reviewer)
19 Jun 2019

Appetite (Journal)

Susanne Pedersen (Reviewer)
25 Jan 2022

Appetite (Journal)

Susanne Pedersen (Reviewer)
18 Dec 2023

Appetite (Journal)

Susanne Pedersen (Reviewer)
8 Feb 2024

Appetite (Journal)

Susanne Pedersen (Reviewer)
19 Mar 2024

ASB-cast: Interview om sustainable innovation workshop

Susanne Pedersen (Participant)
26 Jan 2010

Business Strategy and the Environment (Journal)

Susanne Pedersen (Reviewer)
1 Dec 2022 → 6 Jan 2023

Chair of the assessment committee for Andreia Ferreira de Moura's PhD defence

Susanne Pedersen (Examiner), Lotte Holm (Examiner) & Matthias Staudigel (Examiner)
26 Nov 2021

Chair of the assessment committee for Catalin Stancu's PhD defence

Susanne Pedersen (Examiner)
21 Dec 2020

Chair of the assessment committee for Raian Razal's PhD defence

Susanne Pedersen (Examiner), Cleopatra Veloutsou (Examiner) & Søren Askegaard (Examiner)
27 Apr 2023

Chair of the assessment committee for Tija Ragelienė's PhD defence

Susanne Pedersen (Examiner), Ellen van Kleef (Examiner) & David Marshall (Examiner)
17 Nov 2021

Children as consumers in a family context

Susanne Pedersen (Lecturer)
3 Mar 2022

Clinical Obesity (Journal)

Susanne Pedersen (Reviewer)
20 Jun 2020

Consuming like parents or peers? Influences on children's intake of sugar-sweetened beverages

Susanne Pedersen (Invited speaker)
5 Jun 2019

CTC

Susanne Pedersen (Participant)
27 Apr 2016 → 29 Apr 2016

Department of Management - MAPP - Research on Value Creation in the Food Sector (Organisational unit)

Susanne Pedersen (Member)
20 Jan 2022 → 10 Feb 2022

Department of Management - MAPP - Research on Value Creation in the Food Sector (Organisational unit)

Susanne Pedersen (Member)

1 Apr 2021 → 25 Apr 2021

Ekspert på to virksomhedscases

Susanne Pedersen (Lecturer)

15 Nov 2019

EMAC 2019 (Event)

Susanne Pedersen (Reviewer)

Jan 2019

EMAC 2024 (Event)

Susanne Pedersen (Reviewer)

5 Jan 2024

EMAC Annual Conference 2023

Susanne Pedersen (Participant)

23 May 2023 → 26 May 2023

EMAC Annual Conference 2023 (Event)

Susanne Pedersen (Reviewer)

1 Jan 2023 → 23 Jan 2023

Environmental engagement? Exploring veganisme on social media

Susanne Pedersen (Lecturer)

23 Jun 2023

European Conference on Social Media

Susanne Pedersen (Participant)

13 Jun 2019 → 14 Jun 2019

European Congress on Obesity

Susanne Pedersen (Participant)

23 May 2018 → 26 May 2018

European Journal of Marketing (Journal)

Susanne Pedersen (Reviewer)

28 Sept 2023

European Journal of Marketing (Journal)

Susanne Pedersen (Reviewer)

21 Dec 2023

Food Policy (Journal)

Susanne Pedersen (Reviewer)

Nov 2017 → ...

Food Quality and Preference (Journal)

Susanne Pedersen (Reviewer)

Sept 2018

Food Quality and Preference (Journal)

Susanne Pedersen (Reviewer)
Dec 2021

Food Quality and Preference (Journal)

Susanne Pedersen (Reviewer)
23 Feb 2022

Food Quality and Preference (Journal)

Susanne Pedersen (Reviewer)
3 May 2022

Food Quality and Preference (Journal)

Susanne Pedersen (Reviewer)
2 Apr 2024

Foredrag hos Danish Crown

Susanne Pedersen (Lecturer) & John Thøgersen (Lecturer)
14 Dec 2017

Foredrag hos Økologisk Landsforening om tyske forbrugeres kendskab og holdning til dansk økologi

Susanne Pedersen (Lecturer)
4 Oct 2017

Foredrag om Influencermarketing

Susanne Pedersen (Lecturer)
23 Nov 2021

Healthy habits per SMS? Participant evaluation of an SMS based feedback-intervention

Susanne Pedersen (Invited speaker)
12 Jul 2011 → 15 Jul 2011

Healthy lifestyle via SMS? Preliminary results from a SMS-based feedback intervention

Susanne Pedersen (Participant)
19 Oct 2011

How do children develop as 'critical/reasonable/healthy' consumers?

Susanne Pedersen (Lecturer)
28 Sept 2021

IAREP

Susanne Pedersen (Speaker)
3 Sept 2017 → 6 Sept 2017

IAREP / SABE / ICABEEP Conference 2011

Susanne Pedersen (Invited speaker)
12 Jul 2011

International Conference on Environmental Psychology

Susanne Pedersen (Participant)
5 Oct 2021 → 9 Oct 2021

International Conference on Environmental Psychology

Susanne Pedersen (Participant)
6 Oct 2021 → 10 Oct 2021

International Conference on Environmental Psychology

Susanne Pedersen (Participant)

20 Jun 2023 → 23 Jun 2023

International Food Marketing Research Symposium

Susanne Pedersen (Speaker)

4 Jun 2017 → 16 Jun 2017

International Journal of Consumer Studies (Journal)

Susanne Pedersen (Reviewer)

Jul 2015 → ...

International Journal of Consumer Studies (Journal)

Susanne Pedersen (Reviewer)

Jun 2016 → ...

International Journal of Consumer Studies (Journal)

Susanne Pedersen (Reviewer)

Jun 2018

International Journal of Consumer Studies (Journal)

Susanne Pedersen (Reviewer)

Sept 2018

International Journal of Consumer Studies (Journal)

Susanne Pedersen (Reviewer)

8 Aug 2019

International Journal of Qualitative Studies on Health and Well-Being (Journal)

Susanne Pedersen (Reviewer)

31 Aug 2020

International Journal of Qualitative Studies on Health and Well-Being (Journal)

Susanne Pedersen (Reviewer)

8 Nov 2020

ISBNPA 2016

Susanne Pedersen (Participant)

10 Jun 2016

ISBNPA 2018: International Society of Behavioural Nutrition and Physical Activity

Susanne Pedersen (Participant)

3 Jun 2018 → 6 Jun 2018

Journal of Business Research (Journal)

Susanne Pedersen (Reviewer)

6 May 2024

Journal of Consumer Behaviour (Journal)

Susanne Pedersen (Reviewer)

Feb 2018 → Apr 2018

Journal of Consumer Policy (Journal)

Susanne Pedersen (Reviewer)
6 Aug 2020

Journal of Consumer Policy (Journal)

Susanne Pedersen (Reviewer)
23 Jul 2023

Journal of Consumer Policy (Journal)

Susanne Pedersen (Reviewer)
17 Apr 2024

Journal of Macromarketing (Journal)

Susanne Pedersen (Reviewer)
1 Aug 2022 → 22 Aug 2022

Journal of Marketing Management (Journal)

Susanne Pedersen (Reviewer)
Jun 2018 → Oct 2018

Kan børn og unge sms'e sig til sunde vaner?

Susanne Pedersen (Invited speaker)
23 Aug 2011

Kan en sms-baseret feedback intervention forbedre unges indtag af frugt og grønt?: Del af ph.d. afhandling

Susanne Pedersen (Lecturer)
2 Jul 2015

Kan sundhed brandes?

Susanne Pedersen (Organizer)
20 Sept 2010

Masterclass: Children as consumers

Susanne Pedersen (Lecturer)
28 Sept 2021

Member of expert jury for CoC Playful Minds' Future Play Design Challenge

Susanne Pedersen (Participant)
1 Jan 2021 → 11 May 2021

Member of expert jury for CoC Playful Minds' Future Play Design Challenge 2022

Susanne Pedersen (Participant)
1 Feb 2022 → 23 Nov 2022

Member of expert jury for Lidl's plastic challenge

Susanne Pedersen (Participant)
Jun 2021 → Dec 2021

Motivation, Responsibility, Thriftiness and Frugality? Exploration of Food Waste Reflections Among Deal Prone Danish Consumers.

Louise Randers (Invited speaker), Susanne Pedersen (Invited speaker), Birger Boutrup Jensen (Invited speaker), George Tsalis (Invited speaker) & Jessica Aschemann-Witzel (Invited speaker)
14 Jun 2018

Ordstyrer på session til Økologikongres 2017

Susanne Pedersen (Lecturer)
30 Nov 2017

Overcoming Challenges of s Circular Economy, AU SDG network's first workshop

Susanne Pedersen (Participant)
27 Aug 2019

Overcoming Challenges of s Circular Economy, AU SDG network's second workshop

Susanne Pedersen (Participant)
23 Oct 2019

PhD defence, Raian Burgos Razal (Event)

Susanne Pedersen (Chairman), Søren Askegaard (Member) & Cleopatra Veloutsou (Member)
27 Apr 2023

Public Health Nutrition (Journal)

Susanne Pedersen (Reviewer)
Nov 2017 → ...

Running co-creation consumer workshops online

Susanne Pedersen (Lecturer)
27 Apr 2021

Social Influence (Journal)

Susanne Pedersen (Reviewer)
Apr 2017 → ...

Social Science & Medicine (Journal)

Susanne Pedersen (Reviewer)
12 Mar 2019

Social Science & Medicine (Journal)

Susanne Pedersen (Reviewer)
22 Dec 2020

Social Science & Medicine (Journal)

Susanne Pedersen (Reviewer)
Aug 2021

Social Theory & Health (Journal)

Susanne Pedersen (Reviewer)
Jun 2016 → ...

Step by step seminar

Susanne Pedersen (Invited speaker)
23 Aug 2011

Summer school on Theories in Environmental and Economic Psychology (STEEP)

Susanne Pedersen (Organizer)
2 Jul 2012 → 7 Jul 2012

Technological Forecasting and Social Change (Journal)

Susanne Pedersen (Reviewer)
10 Jan 2023 → 10 Feb 2023

Technological Forecasting and Social Change (Journal)

Susanne Pedersen (Reviewer)

2 Jul 2023

Technological Forecasting and Social Change (Journal)

Susanne Pedersen (Reviewer)

16 Oct 2023

Technological Forecasting and Social Change (Journal)

Susanne Pedersen (Reviewer)

22 Jan 2024

Technological Forecasting and Social Change (Journal)

Susanne Pedersen (Reviewer)

12 Apr 2024

Valeria Penntinen

Susanne Pedersen (Host)

8 Jan 2022 → 15 Aug 2022

What consumers want in a sustainability food label: Results from online co-creation workshops in Denmark, Northern Ireland & United Kingdom

Susanne Pedersen (Invited speaker)

5 Oct 2021 → 9 Oct 2021

Workshop at The Danish Heart Association on influencer marketing and children and youth's exposure to HSS foods

Susanne Pedersen (Participant)

12 Oct 2023

Young Consumers (Journal)

Susanne Pedersen (Reviewer)

21 Dec 2020

Young Consumers (Journal)

Susanne Pedersen (Reviewer)

Feb 2021 → ...

Yuanshuo Li

Susanne Pedersen (Host)

12 Aug 2021 → 12 Aug 2022