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Velkommen til den femogfyrretyvende udgave af 'Nyhedsbrevet om Forbrugeradfærd'.

Dette nummer indeholder fire spændende artikler:

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Anne Toldbod Jakobsen undersøger i den tredje artikel, hvorledes indførelsen af 'klimahensyn' som en del af de danske kostråd påvirker mediernes framing af disse (side 14-18).

I den sidste artikel i dette nummer undersøger Szilvia Gyimóthy Mørup-Petersen og Hanne Pico Larsen, hvordan æstetiske objekter formidler moralske værdier og fremhæver kunstneres og kunsthåndværkeres rolle i forbrugersamfundets moralske transformationer (side 19-24).

Wanderlust and local choices: unveiling digital nomads' preference for local brands through emotion, countryphilia, and identity

By

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Introduction

Digital nomadism has become a significant socio-economic force, disrupting traditional expectations about work, residence, and consumption worldwide (GCS, 2025). Millions of professionals now leverage remote work technology to blend career ambitions with travel, forming a mobile segment that leaves a distinct imprint on local economies and brand ecosystems (Rainoldi et al., 2022). Digital nomads frequently seek to immerse themselves in local life by consciously participating in daily routines such as shopping in neighborhood stores, dining in local restaurants, and engaging in community-based activities (Atanasova et al., 2023; Hannonen et al., 2023). This intentional integration fosters a strong affective attachment and a nuanced sense of place (Rainoldi et al., 2022; von Zumbusch & Lalicic, 2020). As a result, digital nomads often develop social bonds and cultural familiarity that distinguish their experiences from those of other mobile groups, as supported by research demonstrating nomads' immersion strategies and affective engagements within local environments. This embedded lifestyle brings unique complexities to their consumer decisions and shapes localized market dynamics.

Contemporary scholarship highlights that digital nomads' consumer behavior is shaped by a dynamic interplay of psychological and social factors, with positive emotions playing a central role. According to the broaden-and-build theory, feelings like joy and curiosity, both especially prevalent during travel, foster openness to new experiences and motivate nomads to try and adopt local products and brands in unfamiliar environments (Fredrickson, 2004; Hosany et al., 2017; Rainoldi et al., 2022). During longer stays, many nomads develop 'countryphilia', a targeted emotional attachment to their host nation, which acts as an emotional bridge for integrating local culture, brands, and routines into their own evolving identity (Nörfelt et al., 2020). Self-expansion theory further suggests that people have an innate drive to broaden their relationships, roles, and cultural experiences (Aron & Aron, 1986), and for digital nomads this manifests as a deliberate pursuit of immersion, i.e. actively seeking out, adopting, and weaving local products into everyday routines as tangible markers of connection and belonging.

Consumer choices among digital nomads are shaped not only by emotional adaptation but also by complex identity processes. While some nomads distance themselves from their home countries, intensifying local loyalty and preference for place-based brands (Verkuyten & Yildiz, 2007; Reichenberger, 2018), others maintain strong ties to a global nomad community, relying on international rituals and familiar global brands as stabilizing anchors during periods of constant transition (Chevtaeva & Denizci-Guillet, 2021; Rainoldi et al., 2022). Social identity theory helps explain this duality: national disidentification can strengthen countryphilia and local consumption as forms of belonging, but robust peer networks often pull individuals toward shared, global brand preferences that connect them to fellow nomads rather than to the host society. This ongoing negotiation between local integration and global identification creates unique consumption patterns, balancing localized attachment with persistent cosmopolitan ties.

Taken together, these dynamics reveal that digital nomads' consumption patterns result from a complex interplay of emotion, identity, and social network influences. By integrating these perspectives, this research offers deeper insight into why and when mobile professionals choose local brands and highlights the broader impact of nomad communities on host markets and brand strategies. Specifically, the research explores how the depth of identification with host communities and the relative detachment from one's country of origin interact to shape degrees of localized brand engagement, while also analyzing how peer network participation moderates these effects. By addressing these interrelated objectives, the study seeks to deepen understanding of the ways digital nomads construct belonging and identity through consumption and to provide actionable insights for destinations and brands seeking to engage this influential global segment.

Method

Data for this study were collected using a convenience sampling approach, targeting digital nomads residing in Croatia during the survey period. Invitations to participate were distributed through popular digital nomad social media groups and online forums, including requests to community organizers to share the survey within their networks. Respondents completed an online questionnaire that included items on demographic characteristics, patterns of mobility, and the frequency and context of local brand consumption, as well as measures of emotional states, identity orientations, and peer group involvement. Established and adapted scales from prior literature on consumer behavior, place attachment, and social identity were used to ensure reliability and comparability of constructs. In total, data from 211 digital nomads were deemed usable for analysis. The sample was internationally

diverse and skewed toward individuals with considerable prior nomadic experience and a higher likelihood of spending extended stays in the host country.

Results

The results reveal several key patterns in digital nomads' consumption behaviors. Analysis shows that positive emotional experiences during a nomad's stay are linked to higher levels of countryphilia, a strong, specific affective attachment to the host country, which powerfully increases the preference for local brands (Fredrickson, 2004; Nörfelt et al., 2020). This effect is particularly pronounced among nomads who display national disidentification, distancing themselves from their country of origin in favor of deeper place-based attachment (Reichenberger, 2018; Verkuyten & Yildiz, 2007). However, the presence of strong peer group ties often moderates this effect: individuals more deeply engaged in global nomad networks demonstrate a weaker association between countryphilia and local brand preference, instead displaying a tendency toward global brands (Chevtaeva & Denizci-Guillet, 2021; Rainoldi et al., 2022). These findings support the theoretical argument that emotion, identity, and social networks act together to shape nomads' distinctive engagement with local brands, underscoring the importance of both place attachment and transnational identification within this consumer segment.

Discussion and Conclusion

Our research affirms that digital nomads' preferences for local brands result from a complex interplay of emotional, psychological, and social dynamics shaped by their mobile lifestyles. The findings confirm that positive emotions experienced in the host country, such as joy, interest, and curiosity, lead to the development of countryphilia, which, in turn, significantly increases engagement with local brands. This process is further amplified in individuals who actively distance themselves from their country of origin, as national disidentification facilitates deeper place-based loyalty. However, identification with transnational nomad peer groups can dampen this effect, encouraging preference for global brands shared within their mobile communities instead of those rooted in the host society.

In conclusion, this study advances understanding of how digital nomads construct their consumer identities through both emotion-driven attachment and identity negotiation. The results highlight not only the potential for meaningful integration with local communities, but also the ongoing tension between localized belonging and global peer affiliation.

The findings of our study provide clear recommendations for international marketers and destination managers seeking to engage digital nomads and build preference for local brands. Creating emotionally resonant experiences, such as sharing personal stories from digital nomads and highlighting the culture and unique attributes of the host country, can increase attraction and loyalty. Collaboration between local businesses, government, and community groups, as well as supportive policy measures like streamlined visa procedures and improved digital infrastructure, can enhance the environment for digital nomads. Marketers should focus on segments of the digital nomad population who have weaker attachments to their own country, as they are typically more receptive to new local experiences and brands. Building opportunities for participation in community events, cultural exchanges, and volunteer activities can further strengthen this connection. At the same time, because strong identification with international peer groups can reduce engagement with local brands, initiatives that help digital nomads integrate and build genuine connections within the host community are crucial. Finally, leveraging influential digital nomads as ambassadors and sharing their experiences with authentic and sustainable local products can help local brands reach and appeal to this global audience, resulting in greater satisfaction and positive advocacy for the destination and its offerings.

Limitations

This study's primary limitation is geographic scope, with a bias toward Croatian and European contexts. Broader comparative and longitudinal studies in Asia, South America, and the Middle East are needed to map nomad-brand engagement over time. Second, more qualitative and/or behavioral data (e.g., purchase logs, interviews) would provide deeper nuance and richer causal inference.

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Moving the needle on food waste: what real-world pilots teach us about making food waste reduction scalable

By

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Introduction

Every day, tonnes of food are discarded before they even reach consumers' plate. Bananas that are a shade too ripe, yoghurt that has three days left on its expiry label, carrots that are too crooked for the shelves. These products are not spoiled, they are simply "inconvenient" for a food system which is built around strict standards that determine what is and what is not permitted a spot on the retail shelf.

Retailers, in order to create an "idealized" offering, and present the most enticing offer, impose criteria on the appearance, weight, size, and shape of the food they sell. Products that deviate from these standards e.g., have visual blemishes, packaging imperfections, or are close to their expiry date, are excluded from sale. These foods are not unsafe or nutritionally inferior; they simply fail to meet what the industry regards as the acceptable standard of presentation. The result of this strict selectivity is large quantities of food that never reach consumers.

Consumers, at the same time, seem to be quite susceptible to how food products are presented. Research suggests that people function with a deep-seated evolutionary instinct against imperfections which are associated with increased food-borne risk. Market-based standards that promote idealized product attributes, legitimize such concerns and feed consumers' aversion to food that falls outside these norms. The critical challenge in this context is how to overcome this dysfunctional market reality. What, can be done to address this aversion? And crucially, what remedies work in real retail environments, with real consumers, under real operational constraints?

Over the past year, as part of the EU-funded Horizon ROSETTA project (*Horizon Europe, Grant Agreement No. 101136427*), we have been working alongside food retailers, dairy producers, food technology researchers, and social organisations across five European countries, Greece, Denmark, Ireland, Spain and Poland, to find out. *The results show that there is no single silver bullet. The retailers and food chain actors who will make the most progress are those who build a portfolio of complementary interventions that targets a different stage of the problem.*

Starting upstream: fixing the coordination problem

One of the first insights produced from the ROSETTA pilots puts system-level rather than consumer-level factors in the forefront. In Denmark, NATM worked towards the aim to implement day-to-day monitoring of shelf-life status across the supply chain of crème fraîche and yogurt. The logic was that overproduction and waste often do not originate in consumer behaviour, but in the misalignment of information between the actors within the supply chain. If a producer does not know what volumes are approaching their expiry date at the wholesale or retail level, they cannot adjust. If a wholesaler does not communicate proactively, the retailer cannot respond.

The results of the coordination intervention were promising. Overproduction relative to baseline fell by 84.6% for yoghurt and 78.7% for crème fraîche during the pilot period. No discount was required, and no communication campaign was employed either. Just better information flow across the supply chain actors.

A related lesson comes from Poland, where UNI conducted a feasibility study into blockchain and digital passport technologies as tools for traceability purposes in cereal supply chains. The findings showed that the technical components for the implementation of such a system, are largely mature and already deployable in isolation. However, the conditions for adoption are driven by reasons that differ from what might have been expected: adoption is driven primarily by compliance requirements and operational integration, and not by the prospect of providing consumers with a transparency story. Blockchain's value in this context is as a backend tool, not a marketing one. For retailers and producers who consider investments in supply chain technology, this is a useful corrective: the business case should be built around operational reliability and regulatory compliance, not around consumer-facing storytelling.

On the retail floor: price is necessary, but not sufficient

Providing discounts on suboptimal products is a standard retail practice to motivate consumer purchases. What is less well understood, is how much the price reduction framing matters, and how context-dependent such framing effects might be.

In Denmark, the near-expiry yoghurt and crème fraîche, were given a simple economic message in-store: "Same great taste at a lower price. Use today and save money." Mean daily yoghurt sales increased from 5.7 units per day during the control period to 26.0 units per day when the message was displayed. Across both products combined, the daily sales nearly doubled and rose from an average of 57.5 to 97.8 units per day.

In Greece, CHALK implemented a combined intervention for suboptimal fruits and vegetables across five store outlets. Ripe bananas, tomatoes, near-expiry ready-made salads, were

discounted and accompanied by one of two consumer-facing messages: a rational appeal (“Same taste, better price! Buy smart!”), or an affective appeal (“We don't throw out, we choose – let us give these products the second chance they deserve”). A control outlet used a price-reduction label with no message.

Both message-based approaches generated substantially higher absolute sales of suboptimal products than the price-only control, 416 kilograms for the rational condition and 347 kilograms for the affective condition, versus 149 kilograms in the control. The broader lesson is not that one message type is universally superior. It is that communication, when embedded in a retail environment and paired with a price incentive, consistently increases uptake of food that would otherwise remain unsold.

When “doing the right thing” means buying sooner: an unexpected effect of sustainability-focused messaging

The Danish pilots implemented at the store, produced a serendipitous finding; one that adds a layer of nuance to how we think about message framing in in-store communications.

The sustainability-focused message (“When you choose near-expiry products, you help reduce food waste and care for the planet”) produced no statistically significant increase in total units sold, and the economic framing outperformed it on that metric. One reading of this would be to conclude that sustainability appeals are not effective in a retail food context. But looking only at total volume, obscures something interesting.

A closer look at the purchase timing data suggests that the sustainability message shifted *when* consumers bought, not whether they bought. Customers exposed to this framing appear to have purchased earlier in the markdown cycle, i.e., at a higher price per unit, rather than waiting for the deepest discount tier. All products sold through regardless; no waste was recorded in either period. The sustainability framing did not grow the market, but it appears to have shifted where within the markdown cascade purchases occurred and that shift carried economic and operational value for the retailer.

These results shift the question from “which message works?”, to “what outcome am I trying to achieve?” Where the priority is shifting volume, economic framing is likely to be the stronger tool. Where the priority is improving value recovery on products, a sustainability appeal may offer an underappreciated form of effectiveness.

What happens to the food that doesn't sell? Exploring alternative paths

Even with the best retail communication approach some products will remain unsold at end of the day. This is where the existence of a functioning redistribution pathway becomes an operational requirement.

In Greece, CHALK's unsold suboptimal fruits and vegetables were collected and delivered to a local Social Kitchen, which prepared them into same-day meals for community members in need. In one month, 584 kilograms of produce were redistributed in this way. For ready-made salads in particular, where consumer purchases remained modest even under discounting, donation proved to be the primary mechanism of waste prevention. Around 83% of rescued salads reached the Social Kitchen rather than the trash bin.

Sales and donation can form a complementary system, where price discounting aims to maximise market-based recovery, whereas redistribution aims to catch what the market does not. Therefore, redistribution should not be the fallback for when communication "fails", but a stable, planned pathway that operates alongside the pricing intervention from the outset.

Beyond the purchase: reaching consumers at home

Purchase is not the end of the story. The challenge of food waste reduction lies also on what happens after a product is sold. Especially for meat, once it leaves the store, the clock is ticking, and it is the consumer who must manage it, and date standards can become a barrier to consumption at home.

CHALK's second pilot tested whether providing automated notifications through a mobile app, could support consumers in better managing fresh pork and chicken. Customers who purchased these products received storage guidance at the time of purchase and a usage reminder as the product approached its expiry date. Among the minority of respondents who clearly recalled receiving these notifications, perceived usefulness was high, and most of them reported that the messages prompted them to consider changing their future behaviour. The limiting factor in this intervention, was not technical, but the outreach and the salience. Many customers did not recall receiving or registering the messages at all.

This points to an agenda that is likely more about design than delivery. Short, action-oriented notifications that focus on a single concrete instruction, are probably more effective than bundling several tips into a single message. Moreover, making sure that notifications are actually noticed is as important as what they say. That is easier said than done. Consumer smartphones are crowded environments, and even a well-designed message can go unregistered amidst digital clutter.

Beyond the discount: when redesigning the product is the intervention

The interventions discussed so far share a common assumption: the suboptimal product exists, and the challenge is to move it, discounting it, frame it, redistribute what remains unsold, remind consumers to use it.

The idea of upcycling starts from a different premise: Instead of accepting the suboptimal label and working around it, dissolve it and transform out-of-specification ingredients into new products. TEAGASC in Ireland turned imperfect carrots into a brown bread and a carrot cake. FRESHIS in Spain developed a range of upcycled fruit and vegetable products. UNI in Poland produced a high-fibre bran flour from cereal by-products, which was then used by a bakery partner to develop and sell upcycled-bran bread.

This was not a cosmetic fix: The premise of this intervention, is that upcycling changes the object of exchange. Consumers who evaluate upcycled foods, are not being asked to overlook a flaw, they are encountering a new product, with its own sensory properties and identity. Therefore, the question that needs answer shifts from: “will consumers accept something suboptimal”, to “how do consumers respond to something new.” That is a more tractable problem, yet not a solution in and of itself. A new product still needs to be communicated, and experienced. Upcycling therefore, becomes the foundation on which interventions that address food waste can be built.

How to talk about upcycled products: a tale of two contexts

Creating a new product shifts the question from acceptance to response. But it does not answer it. Someone still has to decide how to communicate the product, and the ROSETTA pilots suggest that this decision might not be straightforward.

FRESHIS in Spain promoted its upcycled fruit and vegetable range through its digital newsletter, and two message framings: an abstract appeal (“Join the movement for a better food future”) and a concrete, action-oriented one (“Save these products from going to waste today”). In terms of actual sales behaviour, the concrete framing outperformed the abstract one and generated around 48 more units sold per week on average across the product range ($\beta = 48.17, p < .05$).

UNI in Poland promoted the upcycled-bran bread under also under a concrete framing (“By buying this bread you help reduce waste. Every slice counts”) or an abstract one (“Create with us a future where no good food is wasted”). Here, the pattern reversed. Abstract framing was associated with significantly higher repurchase intentions than concrete framing ($p = .001$).

The same logic, deployed in two different contexts, produced opposite results. This might not be a contradiction that needs to be explained, but a finding in its own right. Channel, product type, and purchase context all appear to moderate how consumers respond to communication. In an e-commerce setting, where the consumer is browsing and a concrete call to action competes for attention among many alternatives, immediacy and personal relevance may be what converts interest into a purchase. In a bakery, where the product is physically present and the act of

buying is already underway, an abstract appeal to collective purpose may reinforce the sense that the choice carries meaning. The practical implication is that effective communication might require matching the framing to the context in which the consumer encounters the product.

Letting experience speak first

A communication campaign, however carefully it might be designed, operates on a product that the consumer has not yet tasted. This constraint matters more than it might seem obvious. If prior information shapes expectations, that in turn shape experience, then the sequence in which a consumer encounters a product and learns about its origin is not a neutral choice.

In Ireland, TEAGASC tested this directly. Consumers at a farmers' market were invited to taste two carrot-based products, a brown bread and a carrot cake, under one of two conditions: informed about the upcycled origin of the ingredients before tasting or informed after tasting. The results showed that consumers who first tasted and then learned later that the product was upcycled, rated the brown bread higher on taste, texture, and purchase intention than those who were told beforehand. The effect was smaller but directionally consistent for the carrot cake.

The practical implication seems to go against the instinct for full upfront transparency. Explicit disclosure before any sensory contact appears to set an expectation that the product then has to overcome. Letting the product speak first and offering the provenance story once quality has already registered, appears to be the more reliable sequence worth exploring further. Transparency matters: the question is when.

Building the portfolio

Taken together, these pilots sketch out a practical food waste intervention portfolio. Upstream: Invest in supply chain coordination. Proactive communication about shelf-life status across supply partners can reduce overproduction before products even reach the store floor. When evaluating traceability investments, build the business case around operational compliance and integration, not consumer-facing storytelling.

On the floor: Pair dynamic pricing with well-placed messaging. Price alone is necessary but probably not sufficient. The right framing can increase uptake of otherwise unsold products and may also shift when within the markdown cycle consumers act.

Downstream: Establish a reliable redistribution partner and treat it as a structural feature from the outset. For highly perishable categories, donation is not a fallback but a core mechanism alongside pricing, that catches what the market does not.

In the home: Explore digital touchpoints beyond the point of purchase: short, specific, timely, and salient enough to register in a crowded digital environment.

For upcycled products: Recognise that redesigning the product changes the intervention logic entirely. Invest in getting the communication context right, there is no universal message, and consider when, not just whether, to disclose the product's origin.

The food system wastes too much not because solutions are absent, but because too few actors have yet assembled them into a coherent, operational whole. That, perhaps, is the work ahead.

Climate-friendly food consumption:

Exploring narrative shifts in media representation of dietary guidelines

By

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Introduction

In January 2021, the Danish Veterinary and Food Administration (DVFA, 2021) reissued the official Danish dietary guidelines². Incorporating planetary health in the dietary advice provided for the Danish population marks a historic shift in which consumers are asked not only consider individual (or family) health in the dietary choices. Because dietary guidelines carry strong authority and reach a wide audience, they play an important role in shaping how people eat and think about food. Integrating climate considerations into these guidelines therefore creates an opportunity to support healthier diets while also promoting positive environmental outcomes (James-Martin et al., 2022; Culliford and Bradbury, 2020; Kirkpatrick et al., 2019).

The reissued dietary guidelines served as the grounds for much media attention, and thus, our study set out to explore shifts in media narrative representation of dietary guidelines as the climate factor was introduced. Prior research shows that the media not only reflect public opinion but can actively influence it, thereby shaping how people think about issues and even affecting their consumption behaviours (Fabbrizzi et al., 2019; Bellotti and Panzone, 2016; Chen et al., 2019). The issues that receive the most attention in the media often shape what the public sees as important (Goyanes and Cañedo, 2024; McCombs, 2014). While media content frequently reflects public interests, it is also shaped by the editorial decisions of journalists and editors (McCombs, 2014). Geschke *et al.* (2010) argue that “media coverage does not only affect attitudes [...] by *what* is reported, but also by *how* it is presented.” (p. 99). Following this, we utilize both media agenda setting theory (the “what”) and media framing theory (the “how”) in our exploration of how Danish mass media influences public opinion of official dietary guidelines.

¹The editors would like to take this opportunity to congratulate Anne on her recent completion of her PhD and her appointment as Assistant Professor.

² This newsletter entry is based on the recent article “Climate-friendly Food Consumption: A Quantitative Content Analysis of Media Representations of Dietary Guidelines” co-authored with Thyra Uth Thomsen and Torben Hansen, *European Journal of Marketing*, <https://doi.org/10.1108/EJM-11-2022-0819>. The entry focuses on the parts of the article that focuses on media narrative *after* the introduction of climate considerations in the official Danish dietary guidelines.

Method

In this study, we applied a quantitative content analysis of 320 articles published in Danish print media (online and offline) between 2015 and 2021, both years included. This method allows us to explore how the media may influence public opinion, which aspects of following climate-friendly dietary guidelines are emphasised or downplayed, and how communication strategies can be improved, even though public opinion itself is not directly measured. Building on prior research, we developed a structured set of 59 frames (Dirikx and Gelders, 2010; Hansen, 2022), informed by academic studies, policy reports, and media coverage (e.g., Banerjee and Quinn, 2022; Kirkpatrick et al., 2019; Thomas et al., 2021). Two of the authors then analysed and coded the 320 Danish newspaper articles using a reliable binary coding process. While the study is primarily quantitative, early qualitative insights helped refine the framework, strengthening the robustness and depth of the findings.

Results³

Overall, the findings suggest that climate framing does not simply add another layer to media narratives, it actively changes them. In many cases, relationships between how issues are framed and what solutions are implied become either stronger or weaker depending on whether climate is part of the story.

For example, when responsibility is assigned to broader stakeholders such as governments or food producers, adding a climate perspective makes media stories more likely to promote healthier beverage choices. At the same time, however, it tends to reduce the emphasis on nutritional education and information. Similarly, when articles highlight who benefits from dietary guidelines, introducing climate considerations weakens the focus on promoting healthier food consumption and shopping habits. When stories include a more personal or “human” angle alongside climate concerns, the message shifts toward immediate behavioural advice (such as what people should eat) while placing less emphasis on longer-term solutions such as education, cooking practices, or policy changes. A comparable pattern emerges when climate is linked to lifestyle narratives: calls for healthier food and drink choices become less prominent, while support for broader structural changes, such as shifts in norms/values or regulatory means, such as taxation, becomes more visible.

³ The results reported in this newsletter are related to one of three research questions presented in the full article, namely RQ 2: To what extent does the climate agenda moderate the relationships between the frame contents and frame implications?

For full results section, please see: Jakobsen, A. T., Thomsen, T. U., and Hansen, T. (2026). Climate-friendly Food Consumption: A Quantitative Content Analysis of Media Representations of Dietary Guidelines, *European Journal of Marketing*, <https://doi.org/10.1108/EJM-11-2022-0819>.

Moreover, when climate is connected to values and social norms, media coverage is less likely to promote healthier drink consumption but more likely to encourage cooking practices, reflecting a shift in how responsibility and action are framed. Taken together, these findings highlight the powerful role of climate-related framing in shaping public discourse around dietary guidelines. Rather than simply reinforcing existing narratives, the inclusion of climate considerations transforms both the focus of media coverage and the types of solutions that are emphasised, ultimately influencing how audiences interpret and respond to dietary advice.

In sum, we find that when climate becomes part of dietary discussions, the focus of media coverage tends to shift away from nutrition and toward environmental concerns. For example, while lifestyle-focused stories still encourage healthier food shopping, the inclusion of climate reduces the emphasis on nutritious food and drink consumption. Climate emphasis also dampens the connection between highlighting guideline beneficiaries and promoting healthy eating, suggesting that sustainability narratives may overshadow health-related messages.

Discussion

Our findings show that bringing climate into the conversation has important implications for how dietary guidelines are communicated by both food authorities and marketers. Four of these implications are discussed below.

Redefinition of stakeholder roles: Media narratives increasingly highlight both individual and structural responsibility, suggesting that food companies, alongside governments, are expected to play a more active role in educating consumers and shaping dietary norms. As climate concerns gain prominence, public demand for sustainability-focused policies may grow, influencing both policy agendas and market expectations. At the same time, it remains essential that stakeholders do not neglect nutritional education, which continues to be critical for public health (van Bussel et al., 2022). For marketers, this creates a balancing act: positioning products as both healthy and climate-friendly, while ensuring credibility and alignment with brand capabilities to legitimately make the food attribute claims.

Strengthened narratives around specific behaviours: In some cases, climate framing strengthens particular behavioural messages. For instance, when responsibility is attributed to stakeholders such as governments or producers, climate-related coverage increases the emphasis on healthier beverage choice as exemplified by choosing tap water (Prehn et al., 2021). Media narratives also highlight collective action, as seen in calls for coordinated efforts across institutions and society to support sustainable consumption, which on the one hand supports the narrative responsabilising structural

actors, and on the other hand suggests that individual behaviour is a micro-level behavioural action that consumers can take.

Potential overshadowing of health messaging: However, the climate agenda can also dilute traditional health messaging. Reduced emphasis on nutritional education and healthy food consumption indicates that environmental concerns may sometimes take precedence. This is unfortunate in the light of public health and rising obesity levels (WHO, 2025). To address this, food stakeholders should be aware to integrate climate and health messages more effectively, for example, by emphasising how plant-based diets benefit both environmental sustainability and cardiovascular health. In this perspective, communication strategies should aim for balance, ensuring that nutrition remains central (along with climate messaging), rather than secondary.

Strategic communication challenges for stakeholders: Finally, the findings highlight emerging communication challenges. Media increasingly position food producers as responsible for promoting climate-friendly consumption, creating both opportunities and risks. While sustainability positioning may enhance relevance when the public discourse expects this, prior research shows that such labelling can negatively affect consumption (Farmer et al., 2017). At the same time, the link between climate, values, and cooking suggests growing expectations around food skills and everyday practices, a narrative shift that can influence the need for food stakeholders to develop new educational material. Governments and industry actors can respond by supporting initiatives such as cooking education that reflect evolving dietary norms.

Our study provides an entry point for understanding the shift in narrative on food consumption and climate considerations explored through Danish media articles with findings highly relevant for food system stakeholders working to promote the climate-friendly food agenda. Future studies could take other media channels (e.g., social media, broadcast media, consumer commentary on social media) into account to explore how the narrative is co-constructed between individuals and media channels.

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Design, æstetisk og moralsk rigtigt forbrug⁴

Af

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Introduktion

Marketingforskerne Hanne Pico Larsen og Szilvia Gyimóthy Mørup-Petersen har for nyligt publiceret i det prestigefyldte tidsskrift, *Journal of Consumer Research*.

I vores artikel *Design Mediated Morality: The Transformative Potential of Aesthetic Objects*, påviser vi en sammenhæng mellem æstetik, kulturel smag og moral. Vi undersøger, hvordan æstetiske objekter formidler moralske værdier og fremhæver kunstneres og kunsthåndværkeres rolle i forbrugersamfundets moralske transformationer. Vores empiri stammer fra det ny nordiske gastronomiske univers samt restaurant noma i København, som vi har fulgt siden dens åbning i 2003.

Restaurant noma udsprang af en fælles nordisk ambition om at sætte Norden på det kulinariske verdenskort med en række etiske punkter, som blev nedfældet i et kompromisløst manifest underskrevet af 12 chefkokke fra Danmark, Finland, Færøerne Grønland, Island, Norge, Sverige og Åland. Manifestets underskrivere satte sig det mål at revolutionere nordisk madkultur ved at fremhæve kvalitetsråvarer med lokale særpræg, der dyrkes og forberedes med fokus på bæredygtighed, dyreetik, sundhed, kreativitet og innovation. Disse begreber blev hurtigt mainstream i nordisk selvforståelse, køkkenkultur og branding af denne men også i design og (kulinarisk) formsprog mere generelt. Minimalistisk indretning med naturligt lysindfald, smukke træstole draperet med lammeskind, eller delikate retter der imiterer naturlige landskaber og sæsonernes skiften – det er essensen i den nordiske æstetik.

I vores artikel beskriver vi processen igennem hvilke designere oversætter det etiske manifest til materielle *scripts* for at påvirke forbrugeradfærd. Vi identificerer tre specifikke strategier - *simulation*, *estrangement* og *sensitization* - der styrer forbrugerens direkte sensoriske og affektive interaktion med æstetiske objekter. Disse designscripts fremmer en *moralsk opvågning* og guider forbrugerne gennem refleksioner som bæredygtighed, omsorg og økologisk forvaltning. Vi anvender begrebet *thinging* af Lambros Malafouris for at illustrere, hvor afgørende berøring, smag og

⁴Forfatterne foreslår, at artiklen bedst læses med lidt musikledsagelse.

andre sensoriske indtryk er for at sætte gang i moralske overvejelser. Altså, forståelse og erkendelse går gennem kroppens sanseapparat.

I det følgende beskriver vi de tre vigtige hovedpointer fra artiklen og forklarer, hvordan nogle af de objekter vi interagerer med hver dag, fundamentalt kan ændre vores moralske betragtninger.

1. Design formidler moralske værdier

Design er langt mere end bare pænt eller funktionelt; det er et effektivt værktøj til at kommunikere og forme samfundets moralske værdier. Man kan argumentere for, at alt design er moralsk. I æstetiske designtrends formidles ikke kun god smag men også de grundlæggende dyder og forbud i et eksplicit manifestformat, der involverer kategoriske, forkortede imperativer. Fremkomsten af nye kunstnerbevægelser fremmes ofte af kodificerede moralske værdier – tænk bare på Bauhaus eller Dogma 95 manifestets dos and don'ts i punktform. Designere spiller en særlig rolle når det kommer til at oversætte disse formulariske værdier og nye normer i konkrete, materielle udtryk. Med andre ord, designere indskriver moralske intentioner i deres håndværk, som forvandler gourmetretter, keramikfade, træskeer, økologiske hørduge og andre kreationer til formidlende objekter af bæredygtighed, mindfulness eller omsorg for andre. For eksempel bruger New Nordic Food-bevægelsen uprætentiøse og naturlige materialer til fysisk at manifestere værdierne af økologisk etik og regional stolthed. At se, røre, dufte til eller være ét med et designobjekt kan faktisk påvirke vores følelse af rigtigt og forkert, uden at vi overhovedet er klar over det.

2. Vi føler os vej til moral gennem ting

En *moralsk opvågning* - den pludselige erkendelse af et etisk problem - sker ofte gennem direkte, kropsligt engagement med objekter snarere end blot abstrakt tankevirksomhed. Forskerne kalder denne proces *thinging*, hvor vores sanser (føle, lugt og smag) arbejder sammen med vores sind for at give verden mening. Tænk på oplevelser i hverdage såsom at cykle, vandre, eller den populære wellness trend; skovbadning.

Uanset om det er den ærefrygt man føler i et smukt/betagende miljø, eller fascinationen ved at bruge et håndlavet kunstværktøj, er dette fysiske og sensoriske engagement nøglen til at skabe medfølelse og det sætter os i forbindelse med naturen, andre mennesker og dyr.



Szilvia thinging, dvs. drikker rødbedesuppe gennem vilde blomster mens Hanne leger med den organiske pynt i indgangsportalen på noma i sommeren 2021

3. Bevidst ubehag kan gøre os mere betænksom og nærværende

Designere bruger nogle gange mindre behagelige taktikker for at vække forbrugers refleksioner. Det *script*, som vi kalder *estrangement* (fremmedgørelse), handler om bevidst at chokere, forvirre eller vække afsky hos forbrugeren ved at bryde vores gangse tankemønstre og tvinge os til at tænke på en mere hensynsfuld måde.

På noma har man oftest serveret mad på en måde, der fremhævede hvor maden kom fra, eller påpeget dyrelivets virkelighed (som f.eks. ved at servere en ands hjerne i eget kranium) for at ruske op i vanemæssige måder at forbruge på. Disse fremmedgørende tilgange skaber *moraliske chok*, der tvinger os til at sætte spørgsmålstejn ved vores forhold til kød, industriproducerede fødevarer eller madspild i vores egne hjem. Således kan utryghed og afsky under en gourmetoplevelse hjælpe os til at blive ansvarlige forbrugere, fordi vi pludselig forstår sammenhængen mellem vores næring og, for eksempel, dyrets virkelighed, omgivelser og menneskets miljøaftryk.

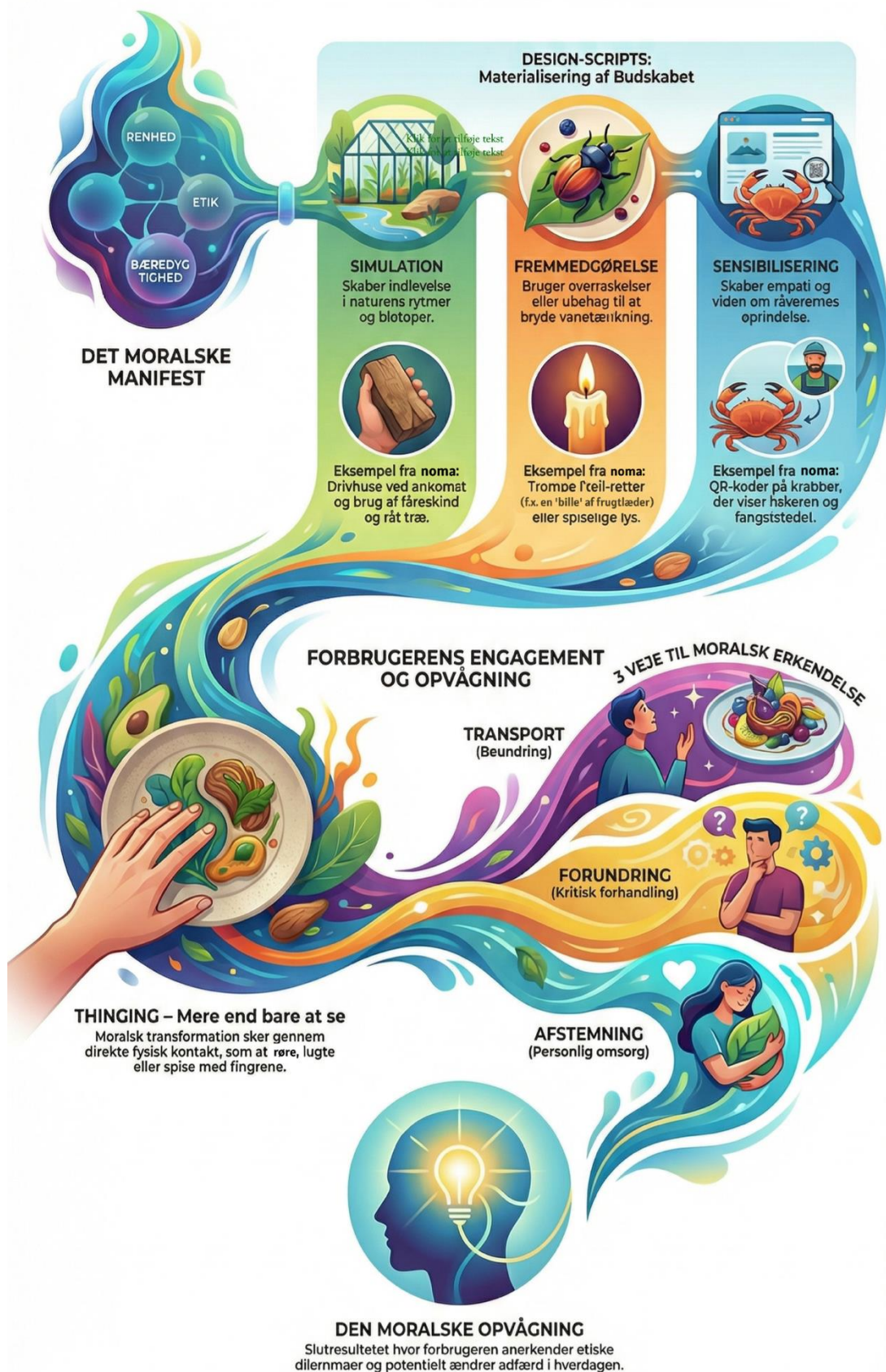
Vi kan for eksempel alle huske nomas provokerende ret med levende myrer, som blev serveret som delikatess under OL i 2012. Nogle mente, at det var genial madkunst, andre syntes, at det var *Kejsers nye klæder*, men det fik skabt en diskussion om de helt almindelige små myrer med smag af orange. Restauranten har også sat nye standarder for at skabe *trompe l'œil*-retter, dvs. retter der ligner én ting, men smager som noget andet. For eksempel serverede man på noma på et tidspunkt en falsk bille i et lille insektarium. Billen var lavet af solbærgelatine med hvidløg, men den var så ganske livagtig, at mange gæster blev chokerede. Men

hvorfor egentlig? Insekter er ofte utroligt nærende og vel lige så gode at spise som svinekød.

Mange af vores informanter reagerede specielt kraftigt på oplevelsen af at få serveret *levende* rejer, der lå og bevægede sig i en dødedans på knust is. (Rejerne er aflivet før servering, men deres nervesystem er stadig i fuld vigør, og deres friskhed intensiverer smagsoplevelsen). En masse tanker om etiske fødekæder og bæredygtigt forbrug bliver sat i gang i et sådant madteater. Den islandsk-danske kunstner, Olafur Eliasson, som også har samarbejdet med noma, skriver poetisk om en anden ret:

A plateful of milk skin with grass, flowers, and herbs. That was one of the dishes on the day's menu. The garnish came from the field where the cow that had supplied the milk had walked, grazed, and defecated. The plate itself was a small, closed ecosystem, which I ate my way through with a fork in some surprise (after all, it was a rather slimy-looking milk pancake with some greenery on top). There was no doubt about it: the space of the field was being thoroughly explored in our mouths.⁵ ('Milk Skin with Grass: Food Is Everything, but Everything Isn't Always Food', in *NOMA: Time and Place in Nordic Cuisine* (London and New York, 2010), side 6–9.

⁵En tallerkenfuld mælkeskind med græs, blomster og urter. Det var en af retterne på dagens menu. Tilbehøret kom fra marken, hvor koen, der havde leveret mælken, havde gået, græsset og defækeret. Selve tallerkenen, var et lille, lukket økosystem, som jeg spiste mig igennem med en gaffel, en vis overraskelse (det var trods alt en ret slimet mælkepandekage med lidt, grønt på toppen). Der var ingen tvivl om det: markens rum blev grundigt udforsket i vores munde.



Den moralske opvågning og de 3 designscripts beskrevet i vores artikel (AI-genereret figur med hjælp af Notebook LM).

Afsluttende refleksioner

I vores artikel viser vi, hvordan kunst, design og gourmetgastronomi igennem forskellige *scripts* prøver at få forbrugeren til at tænke mere over de moralske og etiske dimensioner af forbrug. En tur i Netto giver os måske ikke samme æstetiske oplevelse, og måske tænker vi i Netto heller ikke så meget over, hvor det billige svinekød kommer fra. Måske kan vi ikke tænke over hver en lille hverdagsgenstand vi forbruger, men kun handle etisk og moralsk rigtigt, når det er større og mere luksuriøse udskrivninger det handler om: Kan vi leve med bloddiamanter i vielsesringen, hvis diamanten så kunne blive lidt større? Eller hvad tænker vi, når vi kaster klækkelige summer efter *miljørigtige* køretøjer. Men virkeligheden er, at både som brands og forbrugere forventes vi alle at producere, sælge og konsumere bare en lille smule mere bæredygtigt og moralsk rigtigt. Det er ikke et nemt problem at løse, og der er måske lang vej endnu, men lad os sammen tænke mere over, hvordan vi skaber mere ansvarsbevidste forbrugere, og med design som værktøj, kan vi komme langt.

Vi vil meget gerne komme og snakke med dig og din virksomhed, dine elever og medarbejdere, og hvis du har lyst til at læse mere om moralsk forbrug, når du er færdig med vores artikel, så kan vi anbefale bogen *The 60% Potential: Using Marketing to win Over Mainstream Consumers for Sustainable Consumption* af Johanna Gollnhofer & Jan Pechman.

I opfølgeren til vores artikel vil vi kigge på regenerativ bambus arkitektur og andre bæredygtig æstetik *scripts* på Balinesiske luksus-resorts. Bali er en populær destination for turister, og turisme har, som vi alle ved, nogle omstridte bivirkninger på lokalsamfund og miljø. Men måske vil bæredygtige *scripts* få gæsterne til at overveje deres valg samt handlingsmuligheder under luksuriøse ferierejser?

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