

**ANA ISABEL DE ALMEIDA COSTA**

Principal Research Associate,  
Invited Assistant Professor of Marketing and Consumer Behavior  
CATÓLICA-LISBON School of Business & Economics  
Universidade Católica Portuguesa (UCP)  
Palma de Cima, 1649-023 Lisbon, Portugal  
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**RESEARCH POSITIONS**

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*Investigador FCT 2015* Principal Research Associate, January 2017 to present  
CATÓLICA-LISBON School of Business & Economics, UCP, Portugal

*KLEAR* Senior Scientist (Consumer Behavior), November 2013-June 2015  
Escola Superior de Biotecnologia, UCP-Porto, Portugal

*Ciência 2007* Junior Research Fellow (Management), May 2008-April 2013  
CATÓLICA-LISBON School of Business & Economics, UCP, Portugal

*FCT* Post-Doctoral Research Fellow (Management), March 2005-April 2008  
Departamento de Gestão, Universidade de Évora, Portugal &  
Aarhus Business & Social Sciences School, Denmark

Junior Researcher (Agricultural Economics), March 2003-February 2005  
Livestock Research Institute, Wageningen University, Netherlands

*FCT* Doctoral Fellow (Consumer Behavior & NPD), October 1998-September 2002  
Food Quality & Design Group, Wageningen University, Netherlands

**ACADEMIC POSITIONS**

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Invited Assistant Professor, October 2009 to present  
CATÓLICA-LISBON School of Business & Economics, UCP, Portugal

Invited Assistant Professor (Consumer Behavior), November 2013 to June 2015  
Escola Superior de Biotecnologia, UCP-Porto, Portugal

Invited Assistant Professor (Marketing Research Methods), January 2006 – June 2008  
Departamento de Gestão, Universidade de Évora, Portugal

## **INDUSTRY POSITIONS**

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Retail Category Manager, October 1997-June 1998  
Pingo Doce - Distribuição Alimentar SA, Grupo Jerónimo Martins, Lisboa, Portugal

## **EDUCATION**

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Ph.D. in Consumer Behavior and New Product Development, 2003  
Wageningen University, Netherlands

Ph.D. Minor in Research Methods in Business Economics and Management, 2002  
University of Groningen and Erasmus University Rotterdam, Netherlands

MSc in Agro-Industrial Engineering (*Licenciatura*), 1997  
Universidade Técnica de Lisboa, Portugal

MSc in Food Quality Management, 1996  
University of Ghent, Belgium

## **RESEARCH INTERESTS**

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Self-Regulation  
Personal Norms  
Food Consumption, Diet & Health  
Innovation & New Product Development  
Persuasive Technologies

## **PUBLICATIONS**

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Monteiro, M.J.P., **Costa, A.I.A.**, Tomlins, K. and Pintado, M.M.E. (2018). The hibiscus beverage industry: quality improvement and new product development. In: *Emerging Trends and Developments in Beverage Science* (Grumezescu, A. M. eds), Volume XIII – Natural Beverages, forthcoming. Elsevier.

**Costa, A.I.A.** and Monteiro, M.J.P. (2018). Food product introduction failure: reasons and remedies. In: *Reference Module in Food Science – Consumer Behaviour and Food Marketing* (Smithers, G. and Fischer, A. eds). Elsevier. ISBN: 978-0-08-100596-5.

M.J.P. Monteiro, **A.I.A. Costa**, M.I. Franco, A. Bechoff, M. Cisse, G. Fliedel, K.Tomlins, M.M.E. Pintado (2017). Cross-cultural development of hibiscus tea sensory lexicons for trained panellists and consumers. In: *Estudios de evaluación sensorial y consumidores para el diseño y desarrollo de product* (Fizman, S., Tárrega, A. and García-Segovia, P. eds), pp.28-29. Valencia, Spain: AEPAS. ISBN: 978-84-697-6431-2.

**Costa, A. I. A.**, Monteiro, M.J.P., Tomlins, K., & Pintado, M. M. (2017). Stability in consumer responses to unfamiliar foods. In: Estudios de evaluación sensorial y consumidores para el diseño y desarrollo de product (Fizman, S., Tárrega, A. and García-Segovia, P. eds), pp.42-43. Valencia, Spain: AEPAS. ISBN: 978-84-697-6431-2.

Monteiro, M.J.P., **Costa, A.I.A.**, Franco, M.I., Bechoff, A., Cissé, M., Fliedel, G., Tomlins, K. and Pintado, M.M.E. (2017). Cross-cultural development of hibiscus tea sensory lexicons for trained and untrained panelists. *Journal of Sensory Studies*, 32, e12297.

Monteiro, M.J.P., **Costa, A.I.A.**, Fliedel, G., Cissé, M., Bechoff, A., Pallet, D., Tomlins, K. and Pintado, M.M.E. (2017). Chemical-sensory properties and consumer preference for hibiscus beverages produced by improved industrial processes. *Food Chemistry*, 225, 202-212.

**Costa, A I.A.** (2016). Exploiting the self-regulatory power of normative influences on healthy eating: the role of personal norms about meal preparation. *Appetite*, 101, 218.

**Costa, A I.A.**, Greco, M., Grimaldi, M., Cricelli, L., & Corvello, V. (2016). Inter-organisational innovation processes in the European food and drink industry. *International Journal of Management and Enterprise Development*, 15(2-3), 191-208.

Monteiro, M.J.P., **Costa, A.I.A.**, Cissé, M., Tomlins, K., & Pintado, M.M. (2016). Stability in consumers' responses to unfamiliar hibiscus drinks. *Appetite*, 101, 235.

Pintado, A.I.E., Monteiro, M.J.P., Talon, R., Leroy, S., Scislowick, V., Fliedel, G., Rakoto, D., Maravald, I., **Costa, A.I.A.**, Silva, A.P., Pallet, D., Tomlins, K. and Pintado, M.M.E. (2016). Consumer acceptance and sensory profiling of reengineered kitoza products. *Food Chemistry*, 198, 75-84.

**Costa, A.I.A.** (2014). A psychometric scale to measure personal norms about meal preparation. *American Psychological Association – PsycTESTS database*.

**Costa, A.I.A.** (2013). Collaborative product innovation in the food service industry. Do too many cooks really spoil the broth? In: *Open Innovation in the Food and Beverage Industry* (Martinez, M. G. eds.), pp. 154-173. Cambridge, UK: Woodhead Publishing Limited. ISBN 978-0-85709-595-4.

**Costa, A.I.A.** (2013). Conceptualization and measurement of personal norms regarding meal preparation. *International Journal of Consumer Studies*, 37(6), 596-604.

**Costa, A.I.A.** and Coelho do Vale, R. (2013). Goal Setting, Goal Pursuit, and the Dynamics of Grocery Shopping. *European Advances in Consumer Research* 10, 36-37.

**Costa, A.I.A.** and Brito Cunha, J. (2012). Understanding the role of opinion leaders and reputation in international markets: the case of Port wine. *Proceedings of the 41st EMAC Conference Marketing to Citizens - Going beyond Customers and Consumers*, May 22-25, Lisbon, Portugal, 7 pp. ISBN: 978-989-732-004-0.

**Costa, A.I.A.** and Brito Cunha, J. (2011). The influence of critics' ratings on price formation in international wine markets. *Proceedings of the 34th World Congress of Vine and Wine: The Wine Construction*, June 20-27, Porto. Porto, Portugal: Um Porto para o Mundo - Associação para o Congresso OIV 2011, 6 pp. ISBN 978-989-20-2449-3.

**Costa, A.I.A.** and Jongen, W.M.F. (2010). Designing new meals for an ageing population. *Critical Reviews in Food Science and Nutrition* 50(6), 489-502.

**Costa, A.I.A.** and Cone, J.W. (2009). Consumer demand for ethically improved animal production systems. In: *The Crisis of Food Brands* (A. Lindgreen, M. K. Hingley and J. Vanhamme eds.), pp. 235-253. Surrey, UK and Burlington, USA: Gower Applied Business Research. ISBN 978-0-56608-812-4.

Krutulyte, R., **Costa, A.I.A.** and Grunert, K.G. (2009). A cross-cultural study of cereal food quality perception. *Journal of Food Products Marketing* 15(3), 304-323.

**Costa, A.I.A.** (2008). Designing new foods and beverages for the ageing. In: *Food for the Ageing Population* (Raats, M.M., van Staveren, W. and de Groot, L. eds.), 580-604. Cambridge, UK: Woodhead Publishing. ISBN 978-1-84569-193-6.

**Costa, A.I.A.** (2008). Food Innovation Management. *Trends in Food Science and Technology* 19(11), 551-552.

Sarkar, S. and **Costa, A.I.A.** (2008). Dynamics of open innovation in the food industry. *Trends in Food Science and Technology* 19(11), 574-580.

**Costa, A.I.A.**, Teldeschi, E., Gerritzen, M.A., Reimert, H.G.M., Linssen, J.P.H. and Cone, J.W. (2007). Influence of flock treatment with the antibiotic tylosin on poultry meat quality: results of a preliminary experiment. *Netherlands Journal of Agricultural Sciences* 54(3), 269-278.

**Costa, A.I.A.** and Pires, C.P. (2007). Economics for Marketing revisited. *CEFAGE-UE Working Paper Series*, WP02/07, 1-10.

**Costa, A.I.A.**, Schoolmeester, D., Dekker, M. and Jongen, W.M.F. (2007). To cook or not to cook: a means-end study of the motivations behind meal choice. *Food Quality and Preference* 18(1), 77-88.

**Costa, A.I.A.** and Jongen, W.M.F. (2006). New insights into consumer-led food product development. *Trends in Food Science and Technology* 17(8), 457-465.

**Costa, A.I.A.** and Ruijschop, R.M.A.J. (2006). Just how convenient is convenience? An empirical study of the associations between perceived convenience, meal preparation activities and ready meals' characteristics. *Appetite* 47(2), 261.

**Costa, A.I.A.**, Dekker, M. and Jongen, W.M.F. (2004). An overview of the means-end theory and its potential application to consumer-oriented food product design. *Trends in Food Science and Technology* 15(7-8), 401-415.

**Costa, A.I.A.** (2003). *New insights into consumer-oriented food product design*. Wageningen: Ponsen & Looyen. ISBN 90-5808-820-0.

**Costa, A.I.A.**, Schoolmeester, D., Dekker, M. and Jongen, W.M.F. (2003). Exploring the use of consumer collages in product development. *Trends in Food Science and Technology* 14(1-2), 17-31.

**Costa, A.I.A.**, Dekker, M., Beumer, R.R., Rombouts, F.M. and Jongen, W.M.F. (2002). A quantitative analysis of convenience-related food consumption in the Netherlands. *Changes at the other side of the chain: everyday consumption in a multidisciplinary perspective* (Butijn, C.A.A., Groot-Marcus, J.P., Linden, M. v.d. Steenbekkers, L.P.A. and Terpstra, P.M.J. eds.), 81-89. Maastricht: Shaker Publishing. ISBN: 90-423-0182-1.

**Costa, A.I.A.**, Schoolmeester, D., Dekker and Jongen, W.M.F. (2002). Perceptions of Dutch Seniors regarding Home Meal Replacements: a focus group study. *Changes at the other side of the chain: everyday consumption in a multidisciplinary perspective* (Butijn, C.A.A., Groot-Marcus, J.P., Linden, M.v.d. Steenbekkers, L.P.A. and Terpstra, P.M.J. eds), 91-101. Maastricht: Shaker Publishing. ISBN: 90-423-0182-1.

**Costa, A.I.A.**, Schoolmeester, D., Dekker, M. and Jongen, W.M.F. (2002). Meal choice at a later age: a means-end chain study. *Appetite* 39(3), 234.

**Costa, A.I.A.**, Dekker, M., Beumer, R.R., Rombouts, F.M. and Jongen, W.M.F. (2001). A consumer-oriented classification system for Home Meal Replacements. *Food Quality and Preference* 12(4), 229-242.

**Costa, A.I.A.**, Dekker, M. and Jongen, W.M.F. (2000). Quality Function Deployment in the food industry – a review. *Trends in Food Science and Technology* 11(9-10), 306-314.

**Costa, A.I.A.**, Dekker, M., Beumer, R.R., Rombouts, F.M. and Jongen, W.M.F. (1999). A consumer-oriented classification for Home Meal Replacements and its safety implications. *Food Microbiology and Food Safety into the Next Millennium* (Tuijelaars, A.C.J., Samson, R.A., Rombouts, F.M. and Notermans, S. eds.), 14-17. Wageningen: Ponsen & Looyen. ISBN: 90-5808-488-6.

## **IN PROGRESS**

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**Costa, A.I.A.**, Simão, C. Too much information? Effects of menu calorie labelling on meal choices (in preparation for submission to *Appetite*).

**Costa, A.I.A.**, Simão, C. Off the couch, into the kitchen: leveraging personal norms to promote home cooking and healthy eating (in preparation for submission to *Journal of Consumer Psychology*).

Simão, C., **Costa, A.I.A.**, Ruíz-Tagle, A. Running errands: shopping lists control unplanned buying by decreasing exploratory purchases and stimulating cognitive closure (in preparation for submission to *International Journal of Research in Marketing*).

**Costa, A.I.A.**, Wolfson, J., Simão, C., Cunningham-Sabo, L. van der Horst, K., Alliot, X. Measures of domestic cooking skills: a systematic review (in preparation for submission to *Social Sciences and Medicine*).

Monteiro, M.J.P., **Costa, A.I.A.**, Flidel, G., Cissé, M., Bechoff, A., Tomlins, K. and Pintado, M.M.E. Cultural effects on food perception and preference: a cross-country study of hibiscus tea (in preparation for submission to *Food Quality and Preference*).

Monteiro, M.J.P., **Costa, A.I.A.**, Cissé, M., Bechoff, A., Flidel, G., Pallet, D., Tomlins, K. and Pintado, M.M.E. Chemical-sensory quality and consumer acceptance of high-polyphenol hibiscus teas in local and foreign markets (in preparation for submission to *Food Chemistry*).

Marcolini, C.M., Monteiro, M.J.P., **Costa, A.I.A.** Effectiveness of different basis of segmentation for wine markets: consumer knowledge, involvement and benefits (in preparation for submission to *Food Quality and Preference*).

#### **NATIONAL+TRADE PUBLICATIONS AND MEDIA EXPOSURE**

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**Costa, A.I.A.** (2018). The science behind healthy lifestyle choices. [\*IMPACT: AN INCLUSIVE GLOBAL RESEARCH COMMUNITY\*](#) 4 (July), 30-32. DOI: 10.21820/23987073.2018.4.30

Rodrigues, R.M. and **Costa, A.I.A.** (2012). As estruturas de governança do sector da IV gama em Portugal. *Frutas, Legumes e Flores* 123 (Jan), 50-52.

**Costa, A.I.A.** (2010). Determinantes do consumo de produtos horto-frutícolas de IV gama. *Frutas, Legumes e Flores* 114 (Set/Out), 24-25.

**Costa, A.I.A.** (2003). Consumentgestuurd ontwikkelen van vleesproducten: Realiteit of utopie? *Meat and Meal Management* 7, 10-11.

**Costa, A.I.A.** (2003). Nieuwe inzichten in consumentgerichte product-ontwikkeling. *Voedingsmiddelentechnologie* 13, 18-19.

**Costa, A.I.A.** (2003). Innovatieprocessen binnen de voedingsmiddelenketen. *IdeeKrant* 11, 3.

**Costa, A.I.A.** (2003). Hybrids can connect product developers with consumers. *WB* 5, 4.

**Costa, A.I.A.**, Dekker, M., Beumer, R.R., Rombouts, F.M. and Jongen, W.M.F. (2001). Home meal replacements ter vervanging van traditioneel bereide maaltijden: een consumentgerichte indeling naar houdbaarheid en gemak. *VoedingNu* 3, 9-12.

## **PRIZES, AWARDS AND DISTINCTIONS**

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- 2017: Appointed **representative for Portugal at IFAMA** - International Food and Agribusiness Management Association, European Chapter.
- 2016: Distinguished as **Outstanding Reviewer** in 2014-15 by the Editorial Board of *Appetite*.
- 2016: Academic Jury **Member** of the Social Media Challenge, BET24 Portuguese Entrepreneurship Competition.
- 2016: Rated **top 10% faculty** of the Undergraduate Program in Business Administration in 2015, CLSBE, UCP.
- 2015: Academic **Jury Member** of the Social Media Challenge, BET24 Portuguese Entrepreneurship Competition.
- 2014: One of the three **nominates for the position Vice-President Conferences**, EMAC – European Marketing Academy.
- 2014: **Publication of an original measure** of personal norms about meal preparation on the Psychological Tests Database (PsycTESTS), APA – American Psychological Association.
- 2014: Distinguished as **Outstanding Reviewer** in 2012-13 by the Editorial Board of the scientific journal *Appetite*.
- 2012: Rated **top 10% faculty** of the Undergraduate Program in Business Administration in 2011, CLSBE, UCP.
- 2011: CNOIV 2011 award (€ 500) for **best competitive paper** in Economics and Law, with a paper titled *The influence of critics' ratings on price formation in international wine markets*. Instituto da Vinha e do Vinho, Ministério da Agricultura, Mar, Ambiente e Ordenamento do Território, Portugal.
- 2008: Distinguished as **Top Reviewer** in 2007 by the Editorial Board of *Appetite*.
- 2004: Distinguished as **Researcher of Exceptional Quality**, Livestock Research Institute, Wageningen University.
- 2003: Distinguished as **Researcher of Great Leadership and Innovative Potential**, Livestock Research Institute, Wageningen University.
- 2003: **First place** in the Research Networking Game, Symposium Dierenwetenschapsdag, Wageningen University and Utrecht University, the Netherlands.
- 2003: Stichting AgroKetenKennis **Encouragement Award** (€ 1500) for scientists conducting research in Agribusiness Chain Science at Dutch research institutions, for the submission of an essay of outstanding scientific quality titled *New insights into Consumer-Led Food Product Design*.

2002: Storm-van der Chijs **Stipendium Award** (€ 2000) for most promising female PhD candidate of the Wageningen University, for the number and excellence of her publications.

2000-02: **First non-Dutch member of the Ph.D. students' council** of the Wageningen University; **deputy representative of foreign Ph.D. students** at this Council.

## **RESEARCH GRANTS**

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2018: E-PRIMEMEAL - Using consumer psychology to promote healthier meal choices through mobile app use (Principal Investigator-PI). **Research Project Grant** LISBOA-01-0145-FEDER-032169 (€ 193.956), FCT, Ministério da Educação e Ciência, Portugal.

2017: **Principal Research Associate** *Investigador FCT 2015*, Development Grant IF/01336/2015 (€ 220.000), FCT, Ministério da Educação e Ciência, Portugal.

2016: CUBE **Visiting Scholar Grant** for Carlos III University of Madrid (€ 2000), FCT, Ministério da Educação e Ciência, Portugal.

2016: PRIMEMEAL **Visiting Scientist Grant** (€ 49.440), FCT, Ministério da Educação e Ciência, Portugal.

2015: PRIMEMEAL - Using consumer psychology to promote healthier meal choices (Principal Investigator-PI). **Research Project Grant** PTDC/IIM-GES/5979/2014 (€ 70.840), FCT, Ministério da Educação e Ciência, Portugal.

2015: Facilitating smart meal choices away from home (PI), **Research Project Grant** (€ 9.240), MoveLife Empresa de Software, Porto, Portugal.

2013: CUBE **Post-Doctoral Grant** UNICEE-2013-BPD1 (€ 17.940), FCT, Ministério da Educação e Ciência, Portugal.

2011: Planned vs. unplanned shopping: the interplay of behavioural goals, environmental stimuli and pre-emptive strategies (PI). **Research Project Grant** PTDC/EGE-GES/121826/2010 (€ 35.708), FCT, Ministério da Educação e Ciência, Portugal.

2011: Shopping with consumers: a field study (PI). **Research Project Grant** (€ 2000), SONAE MC - Food Retail, Porto, Portugal.

2011: Mejora en la eficiencia de la cadena de suministros através de prácticas de "open innovation": Enfoque empírico en la industria de automoción (Co-PI). **Research Project Grant** (€ 19.500), Universidad de Navarra, Cátedra de empresa Volkswagen Navarra, Pamplona, Spain.

2010: Consumer valuation of production ethics: implications to marketing strategy (CO-PI). **Research Project Grant** PTDC/EGE-GES/102569/2008 (€ 41.080), FCT, Ministério da Educação e Ciência, Portugal.



2010: The role of consumer beliefs about behavioral outcomes in decision making (CO-PI). **Research Project Grant** PTDC/EGE-GES/103929/2008 (€ 36.380), FCT, Ministério da Educação e Ciência, Portugal.

2009: ETH-Zurich **Visiting Scholar Grant** (€ 2000), ETH-Zurich, Switzerland.

2008: Ciência 2007 **Junior Research Fellow Grant** C-2007-UCP-UNICEE-2 (€ 191 510), FCT Scientific Career Development Program, Ministério da Educação e Ciência, Portugal.

2007: FCT **Visiting Scholar Grant** for Wageningen University (€ 2550), FCT, Ministério da Educação e Ciência, Portugal.

2005: FCT **Post-Doctoral Research Fellow Grant** PD/17524/2004 (€ 107.640), FCT Ministério da Educação e Ciência, Portugal.

2004: Impact of a restrictive use of animal health products on several facets of European poultry production chains (PI). **Research Project Grant** Eli Lilly and Company (€ 85 000), Elanco Animal Health, USA.

2004: Consumer-oriented and sustainable fish farming. **Research Project Grant** 002-1 (€ 70.000), Programma BO - 03 Economisch perspectievolle agroketenens, Ministerie van Economische Zaken, Landbouw en Innovatie, the Netherlands.

2003: Innovative Food Chains (PI). **Research Project Grant** 004-2 (€ 36.500), Programma BO - 03 Economisch perspectievolle agroketenens, Ministerie van Economische Zaken, Landbouw en Innovatie, the Netherlands.

2002: LEB Fonds Ph.D. Dissertation **Publication Grant** (€ 450), Wageningen University

2000: NWO **Visiting Scholar Grant** for Lund University, NWO, Netherlands.

1998: FCT **Doctoral Fellow Grant** PRAXIS XXI/BD/15524/97 (€ 92 080), FCT, Ministério da Educação e Ciência, Portugal.

1996: COST **Mobility Grant** for Wageningen University, EU.

1996: LEONARDO **Vocational Training and Education Grant** for Wageningen University, EU.

1995: ERASMUS **Mobility Grant** for Wageningen University, EU.

**GRADUATE STUDENT & RESEARCHER ADVISING**

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2018-20: **Co-advisor** to José Filipe Pereira, Ph.D. candidate at Faculdade de Ciências da Alimentação e Nutrição da Universidade do Porto, with a dissertation titled *Nudging consumer behaviour in a restaurant setting through innovation: increasing legumes consumption by promoting healthier choices*.

2017-18: **Main advisor** to Cláudia Patrícia Simão, FCT Post-Doctoral Research Fellow in PRIMEMEAL - *Using consumer psychology to promote healthier meal choices* (PTDC/IIM-GE5/5979/2014) at CATÓLICA-LISBON.

2016-17: **Main advisor** to Carla Marano Marcolini, Post-Doctoral Research Fellow from Universidade de Jaén Spain, on a project titled *Brand authenticity & market segmentation in the wine business* at CATÓLICA-LISBON.

2014-17: **Co-advisor** to Maria João Monteiro, Ph.D. candidate at Escola Superior de Biotecnologia, Universidade Católica Portuguesa-Porto, with a dissertation titled *Sensory properties and consumer acceptance of novel foods*.

2006-10: **Co-advisor** to Rasa Krutulyte, Ph.D. candidate at Aarhus Business and Social Sciences School, with a dissertation titled *Functional food acceptance in the food chain*.

2005-08: **Co-advisor** to Luísa M. C. Carvalho, Ph.D. candidate at Departamento de Gestão, Universidade de Évora, with a dissertation titled *Empreendedorismo e inovação: um modelo para o sector de serviços*.

2002-06: **Co-advisor** to Marien Gerritzen, Ph.D. candidate at the Veterinary Faculty of the University of Utrecht, with a dissertation titled *Consumer acceptance of methods for large scale on-farm killing of poultry for disease control*.

2002-05: **Co-advisor** to Ermanno Teldeschi, Ph.D. candidate at the Environmental & Agricultural Economics Faculty of the Università Degli Studi di Milano, with a dissertation titled *Economic assessment and environmental quality of food products*.

## **ACADEMIC SERVICE AND ASSIGNMENTS**

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2018-2019: Head of the organizing committee of the *3<sup>rd</sup> Cook and Health Network Symposium*, to take place at the Católica-Lisbon School of Business & Economics on 17-19 October 2019.

2018: **Reviewer** for *Food Science and Technology International* and *Comprehensive Reviews in Food Science and Food Safety*.

2018-: **Interim coordination** of the *Cook & Health Network* (standing for Xavier Alliot, Basque Culinary Centre), an international research network on the relationships between cooking, eating behaviors and health, and its public policy implications. Network member institutions: Basque Culinary Centre (San Sebastián), Católica-Lisbon School of Business & Economics, School of Public Health (University of Michigan), College of Health & Human Sciences (Colorado State University), Institute of Health & Society (Newcastle University), School of Arts and Social Sciences (City University of London), Department of Health Professionals (Bern University of Applied Sciences).

2017-: **National representative** for Portugal at IFAMA - International Food and Agribusiness Management Association, European Chapter.

2017: **Co-organizer** of Round Table Session of the 2<sup>nd</sup> Cook & Health Scientific Symposium, titled *The Future of Cooking and Health Research* and chaired by Xavier Alliot (Basque Culinary Centre).

2016: **Host to visiting scholar** Carla Marano Marcolini, Universidad de Jaén, Spain.

2016: **Expert evaluator** of the 2016 funding call "Experimental Demonstrative Project" of the Executive Agency for Higher Education, Research, Development and Innovation Funding, Romania.

2016: **Reviewer** for *Technological Forecasting & Social Change*, *British Journal of Nutrition* and *International Journal of Gastronomy and Food Science*, *International Journal of Hospitality Management*.

2015: **Reviewer** for *Journal of the Academy of Nutrition and Dietetics*.

2015: **Expert evaluator** of a market forecasting model for the Portuguese FMCG sector in 2015-2025, developed by Delta Cafés (Grupo Nabeiro) and Kantar Retail.

2015: **External reviewer** of an application to Promotion to Professor (Scale 2) in the University College Cork, Ireland.

2015: **Expert evaluator** of an application to FCT's Bilateral Cooperation Program Convénio FCT/CAPES (Brazil).

2014: **Member of an expert panel** on identifying the most important open questions in consumer research related to food integrity, traceability and authenticity in Europe; 7<sup>th</sup> Framework EU Project Food Integrity (FIRA, FiBL).

2014: **Reviewer** of a book proposal for Woodhead Publishing/Elsevier titled *Developing food products for customers with specific dietary needs* (ed. Wayne Morley).

2013-14: **Expert evaluator** of the EU/INRA AgreenSkills postdoctoral fellowship program.

2013: **Co-organizer** of a special session of the 2013 EACR Conference in Barcelona, titled *Shopping insights revisited: lessons from in-store field methodologies* and chaired by Ana Valenzuela (Universitat Pompeu Fabra, Baruch College CUNY).

2013: **Reviewer** for *Food Policy* and *Agribusiness*.

2012: **Host to visiting scholar** Ana Valenzuela, Universitat Pompeu Fabra, Spain.

2009: **Reviewer of** a book proposal for Taylor and Francis/CRC Press titled *New product development: the pivotal role of the engineer and food practitioner* (eds. Sam Saguy and Howard Moskowitz).

2009: **Host to visiting scholars** Rasa Krutulyte, Aarhus Business and Social Sciences School, Denmark, and Michael Siegrist, ETH-Zurich, Switzerland.

2010: Participated in the **faculty recruitment process** (Area of Marketing) of the MSC in BA of CLSBE-UCP (evaluated CV, research seminar performance and interviewed applicants).

2010: **Reviewer** for *British Food Journal*.

2009 to present: **Committee member** for 36 MSc BA Dissertations at CATÓLICA-LISBON.

2009: **Committee member** for 3 MSc in Marketing Dissertations at ISCTE-UTL and 1 MSc in Food Engineering Dissertation at ISA-UTL.

2009: **Executive coordinator** of the international accreditation processes of CLSBE-UCP

2008-13: **Founder and co-coordinator** of LERNE, the Laboratory for Experimental Research in Economics and Management of CUBE, CLSBE-UCP.

2008-09: **Executive coordinator** of CUBE's FCT grant applications.

2008-09: **Coordinator** of FCT's BII Grant Program at CUBE.

2008: **Executive coordinator** of the external FCT panel evaluation of CUBE

2008: **Editor of a Special Issue** on Food Innovation Management, *Trends in Food Science and Technology* 19(11).

2006 to present: **Member of the Advisory Editorial Board** (Social Sciences Area) of *Trends in Food Science and Technology* (Elsevier, ISI 2015 IF: 5.150)

2006-: **Reviewer** for *Appetite*.

2005-12: **Reviewer** for *Food Quality and Preference*.

2003-12: **Reviewer** for *Trends in Food Science and Technology*.

2000-02: **Editor** of The Flash, the official news bulletin of the Ph.D. students' council of the Wageningen University.

### **INVITED TALKS**

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July 4 2018: PRIMEMEAL – Using consumer psychology to promote healthier meal choices. Ciência 2018 - Encontro com a Ciência e Tecnologia em Portugal, Lisboa, Portugal (Cláudia Simão presented).

March 2 2017: What should be the future of cooking research? 2<sup>nd</sup> Cooking and Health Symposium. University of West London, London, United Kingdom.

November 25 2015: Priming meals – Using consumer psychology to promote healthier meal choices. 1<sup>st</sup> Cooking and Health Symposium. Basque Culinary Centre, San Sebastian, Spain.

Janeiro 30 2015: Consumer behaviour research for the food industry. Workshop Changing Consumer Behavior to Promote Healthier and More Sustainable Diets. Escola Superior de Biotecnologia, Universidade Católica Portuguesa, Porto, Portugal.

Janeiro 27 2015: Consumer behaviour and new product development in future health markets. MBS 16-18 Shaping the Future - kick-off meeting, Nestlé SA: Nutrition, Health and Wellness, Cascais, Portugal.

November 29 2014: A influência do marketing nos comportamentos do consumidor alimentar. II Encontro Nacional sobre Nutrição e Alimentação (ENA), ANEM, Lisboa, Portugal.

March 3 2011: Implementing consumer-led food product development: the case of Home Meal Replacements for the elderly. Seminarie 'De consument', Flanders' FOOD, Affligem, Belgium.

December 3 2010: Marketing dos vinhos históricos de Portugal. 2<sup>as</sup> Jornadas Vitivinícolas da VitiFrades, Vidigueira, Portugal.

November 23 2010: Escolher um vinho: saber do prazer ou o prazer de saber? Série Conversas à Volta do Vinho, Instituto Superior de Agronomia, Lisboa, Portugal.

November 19 2010: O impacto da conveniência nas escolhas do consumidor. Seminário IV Gama Hortofrutícola em Portugal – Investigação e Industrialização, COTHN, Caldas da Rainha, Portugal.

November 2 2010: Novas tendências no consumo alimentar. Workshop de Análise Sensorial do Produto ao Consumidor, INOV\_ISA/PROSENSE, Instituto Superior de Agronomia, Lisboa, Portugal.

June 8 2010: Castas Portuguesas: conhecimento e estratégia de marketing precisam-se! Seminário Castas Portuguesas: Um factor de identidade e diferenciação, Instituto da Vinha e do Vinho I.P. and Comissão Nacional do OIV, Santarém, Portugal.

June 7 2010: Marketing de vinhos: efeitos da região de origem e reputação. Workshop CVRTejo, Santarém, Portugal.

June 17 2009: O sector da segurança electrónica e protecção contra incêndios em Portugal. Simpósio APSEI 2009 Porto, Portugal.

December 22 2005: Food Product Development: interplay of market orientation, technological evolution & radical innovation. Seminar Food for Innovation – Afscheiderede van Prof. Wim Jongen, Wageningen University.

May 21 2004: Vertical integration in European meat chains. Elanco Animal Health – Eli Lilly and Company, Paris, France.

April 2 2004: New insights into consumer-oriented food product design. Seminar Agriculture, competitiveness and the Environment, Instituto Superior de Agronomia, Lisboa, Portugal.

June 16 2003: Consumer-oriented meat production chains. Dutch Food and Consumer Products' Safety Authority, the Hague, the Netherlands.

May 2 2003: New insights into consumer-oriented food product design. 32nd VLAG thematic meeting, Wageningen, the Netherlands.

July 19 2001: R&D developments in functional foods and beverages. UNICER, Porto, Portugal.

April 26 2001: Consumer-orientation in the development of functional foods. Vitafoods International Symposium 2001, Geneva, Switzerland.

May 9 2000: Translation methodologies for consumer-oriented product development. Symposium on Technological Perspectives of Food Science, University of Lund, Sweden.

### **REFEREED ORAL PRESENTATIONS**

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16 November 2018: Off the couch, into the kitchen: leveraging personal norms to promote home cooking and healthy eating. 15<sup>th</sup> International Congress of Behavioral Medicine, Santiago, Chile (accepted).

15-16 October 2018: Promoting home cooking as an integral part of the Mediterranean diet: results of the PRIMEMEAL project. International Conference on Mediterranean Diet and Gastronomy, Évora, Portugal (submitted).

8-10 October 2018: Portuguese historical wines: concept, consumer associations and marketing implications. Tomorrow's Food Travel (TFT) 2018 Conference, Gothenburg, Sweden (accepted, Manuel Malfeito-Ferreira presenting).

30 May 2018: Running errands: shopping lists control unplanned buying by decreasing exploratory purchases and stimulating cognitive closure. 47<sup>th</sup> EMAC Annual Conference, Glasgow, United Kingdom.

October 19 2017: Stability in consumer responses to unfamiliar foods. 2<sup>nd</sup> National Congress of the Spanish Association of Sensory Analysis Professionals (AEPAS), Valencia, Spain.

June 22 2017: Prospecting, Planning and Automating Healthy Grocery Shopping. Wharton School Baker Retailing Center conference on "Consumer Response to the Evolving Retailing Landscape", Philadelphia, USA (Cláudia Simão presented).

March 2 2017: Leveraging personal norms to promote home cooking. 2<sup>nd</sup> Cooking and Health Symposium. London, United Kingdom.

May 29 2015: Open innovation in the European Food & Drink industry: a CIS-based empirical study. 44<sup>th</sup> EMAC Conference, Leuven, Belgium.

April 9 2015: Normative influences on healthy eating: the role of personal norms on meal preparation. 39<sup>th</sup> Annual Meeting of the British Feeding & Drinking Group - BFDG 2015, Wageningen, the Netherlands.

July 6 2013: Goal Setting, Goal Pursuit, and the Dynamics of Grocery Shopping. 2013 EACR Conference, Barcelona, Spain.

June 7 2013: Normative influences on consumption: the mediating role of personal norms in healthy eating. 42<sup>nd</sup> EMAC Conference, Istanbul, Turkey.

May 23 2012: Understanding the role of opinion leaders and reputation in international markets: the case of Port wine. 41<sup>st</sup> EMAC Conference, Lisbon, Portugal.

June 22 2011: Influence of critics' ratings on price formation in international wine markets. 34<sup>th</sup> World Congress of Vine and Wine, Porto, Portugal.

May 11 2011: Planned versus unplanned retail shopping behaviour. 9<sup>th</sup> International MAPP Workshop on Consumer Behaviour in Retail Settings, Middlefart, Denmark (Francisco Augusto presented).

August 27 2008: European consumer markets for ethically-improved animal production systems: review and analysis. 10<sup>th</sup> EAAE Congress, Ghent, Belgium.

August 28 2008: Open innovation in agri-business: review and analysis. 10<sup>th</sup> EAAE Congress, Ghent, Belgium.

June 30 2008: Do too many chefs really spoil the broth? Collaborative product innovation in the foodservice industry. 15<sup>th</sup> International Product Development Management Conference, Hamburg, Germany.

September 25 2007: Consumer demand for ethically-improved animal productions systems. 3<sup>rd</sup> SNS Congress, Radenci, Slovenia.

August 15 2007: Meal choice in later life: balancing health, taste and convenience. 7<sup>th</sup> Pangborn Sensory Science Symposium, Minneapolis MN, USA.

May 30 2006: Consumer guidance in product innovation: conceptualisation of a measurement instrument for the fast-moving consumer goods' industry. 4<sup>th</sup> International MAPP Workshop on Food Innovation and New Product Development, Middelfart, Denmark.

April 20 2006: Just how convenient is convenience? An empirical study of the associations between perceived convenience, meal preparation activities and ready meals' characteristics. 2006 Food Choice Conference, Birmingham, United Kingdom.

August 19 2005: Measuring Dutch consumers' willingness-to-pay for ethically improved foods and supply chains through the performance of experimental auctions. 18<sup>th</sup> Scandinavian Academy of Management Meeting, Aarhus, Denmark.

August 8 2005: Measuring consumers' willingness-to-pay for ethically-improved foods and production systems through the performance of experimental auctions. 6<sup>th</sup> Pangborn Sensory Science Symposium, Yorkshire, UK.

October 11 2004: Design of sustainable food chains: measuring consumers' willingness-to-pay through the performance of experimental auctions. 9<sup>th</sup> Karlsruhe Nutrition Congress, Karlsruhe, Germany.

April 27 2004: Determining the impact of emotions, moral standards and social norms on the consumption of prepared meals. 2<sup>nd</sup> International MAPP workshop on Consumers, Food and Convenience, Middelfart, Denmark.

March 17 2004: Ethical meat and fish production systems: consumers' mental images and beliefs. DTU Food Congress 2004, Lyngby, Denmark.

July 23 2003: Consumers' and experts' categorisations of Home Meal Replacements. 5<sup>th</sup> Pangborn Sensory Science Symposium, Boston MA, USA.

April 11 2003: Eat fast or eat healthy? A study of convenience-related attitudes and behaviours. EFFOST Conference 2003, Copenhagen, Denmark.

July 19 2002: Motivations behind ready meal consumption: a means-end chain study. International Household and Family Research (IHFR) Conference 2002, Helsinki, Finland.

July 2 2002: Motivations for meal choice at a later age: a means-end chain study. 10<sup>th</sup> Food Choice Conference, Wageningen, Netherlands.

December 6 2001: Feelings, emotions and experiences associated with meal preparation: a collage study. Eurocaft 2001, Berlin, Germany.

July 25 2001: A new framework for the qualitative analysis of convenience-related food choice. 4<sup>th</sup> Pangborn Sensory Science Symposium, Dijon, France.



May 16 2001: A quantitative analysis of convenience-related food consumption in the Netherlands. IFHE Congress, Wageningen, Netherlands.

May 18 2001: Perceptions of Dutch seniors regarding Home Meal Replacements: a focus group study. IFHE Congress, Wageningen, Netherlands.

April 20 2001: A new framework for the analysis of household food consumption data: A consumer-oriented classification system for Home Meal Replacements. 71<sup>st</sup> EAAE Seminar, Zaragoza, Spain.

September 14 2000: A consumer-oriented classification for Home Meal Replacements and its safety implications. PAVO-Symposium Nieuwe Kansen voor Food Innovation, Wageningen.

April 14 2000: A classification system for Home Meal Replacements – concept, validation and applications in product development. EFFOST Conference 2000, Porto, Portugal.

September 15 1999: A consumer-oriented classification for Home Meal Replacements and its safety implications. 17<sup>th</sup> International Conference of the International Committee on Food Microbiology and Hygiene. Veldhoven, the Netherlands.

### **RESEARCH SEMINARS**

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May 24 2018: Running errands: shopping list use and unplanned buying in grocery stores. Católica-Lisbon's Consumer Research Club Seminars, Lisboa, Portugal.

April 5 2018: Leveraging personal norms to promote home cooking and healthy eating. Católica-Lisbon's Consumer Research Club Seminars, Lisboa, Portugal.

February 14 2014: Developments in food consumer research: a critical review and update. CBQF, ESB-UCP, Porto, Portugal.

December 4 2009: Product innovation in the food industry. Departamento de Tecnologia e Segurança Alimentares, Faculdade de Ciências e Tecnologias da Universidade Nova de Lisboa, Lisboa, Portugal.

May 21 2009: Open innovation in the food sector. School of Economics and Management, Universidad de Navarra, Pamplona, Spain.

March 9 2009: To cook or not to cook: when norms conflict with need for convenience and lead to unreasonable choices. ETH-Zurich, Switzerland.

November 24 2008: Experimental laboratory research in Economics and Management. CUBE, CLSBE-UCP, Lisboa, Portugal.

November 27 2007: Consumer-demand for ethically-improved production systems. CEFAGE, Universidade de Évora, Portugal.

May 3 2005: Methods for determining consumers' willingness-to-pay for new food products. MAPP, Aarhus School of Business, Aarhus, Denmark.

June 16 2003: Why food in Animal Nutrition and Food? Livestock Research Institute-Wageningen University, Lelystad, the Netherlands.

June 28 2002: Motivations behind ready meal consumption: a means-end study. Product Design and Quality Management Group, Wageningen University.

February 19 2001: Quantitative analysis of convenience-related food consumption in the Netherlands. Product Design and Quality Management Group, Wageningen University.

December 5 2000: Consumer research in food product design. Product Design and Quality Management Group, Wageningen University.

September 6 2000: Development of integrated methods for quality management. Product Design and Quality Management Group, Wageningen University.

February 7 2000: A consumer-oriented classification system for Home Meal Replacements. Product Design and Quality Management Group, Wageningen University.

January 28 1999: Development of integrated methods for quality management. Product Design and Quality Management Group, Wageningen University.

## **TEACHING**

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2016-: Psychology and Policy, **MSc Psychology in Business and Economics**, FCH-UCP and CATÓLICA-LISBON.

2009-: Dissertation Seminars in Marketing and Consumer Behavior, Digital Marketing and Social Network Marketing, **MSc BA**, CATÓLICA-LISBON.

2009-: Topics in Marketing, **Undergraduate BA**, CATÓLICA-LISBON.

2017: Thematic Seminars II – Behavioral Game Theory, **MSc Psychology in Business and Economics**, FCH-UCP and CATÓLICA-LISBON.

2013-15: Consumer Research, **MSc Food Innovation**, CATÓLICA-PORTO.

2013-15: Leveraging Digital Customer Behavior, Programa de Gestão em Marketing Digital, **Executive Education**, CATÓLICA-LISBON.

2010-16: Digital Marketing, **MSc BA**, CATÓLICA-LISBON.

2005-08: Marketing Research Methods I & II, **Ph.D. in Management**, Dept. of Management, Universidade de Évora.

### **MASTER AND UNDERGRADUATE STUDENT ADVISING**

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2017-18: **Main advisor** to 1 MSc in Psychology in Business & Economics at FCH-UCP and CATÓLICA-LISBON.

2014-15: **Main advisor** to 1 MSc in Biotechnology & Innovation at CATÓLICA-PORTO.

2010-12: **Main advisor** to 2 MSc in Viticulture & Oenology at ISA-UTL.

2009-: **Main advisor** to 57 MSc BA Dissertations at CATÓLICA-LISBON.

2009-18: **Main advisor** to 24 Research Assistants in Economics & Management at CATÓLICA-LISBON.

2009-10: **Main advisor** to 1 MSc in Marketing at ISCTE-UTL.

1999-2002: **Main advisor** to 4 MSc in Food Quality Management at Wageningen University.

### **PROFESSIONAL ASSOCIATIONS**

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CUBE - CATÓLICA-LISBON Research Unit in Business and Economics (Full Member).

CRC-W – Católica Research Centre for Psychological, Family and Social Wellbeing, FCH – UCP (Collaborator).

CBQF - Centre of Biotechnology and Fine Chemistry, ESB, CATÓLICA-PORTO (Collaborator).

*COOK & HEALTH NETWORK* (Interim coordinator).

IFAMA - International Food and Agribusiness Management Association, European Chapter.

International Association of Behavioral Medicine

Association for Consumer Research.

Society for Consumer Psychology.

Marketing Science Institute.

European Marketing Academy.