



Challenges for Consumer Research and Consumer Policy in Europe

September 29-30, 2014

Venue: RRC Regional Museum Bonn | LVR-LandesMuseum Bonn, Museum of the Rhineland Regional Council (RRC), Colmantstr. 14-16, D-53115 Bonn, North Rhine-Westphalia, Germany

Conference Organisation: lab concepts, Am Hofgarten 18, D-53113 Bonn, North Rhine-Westphalia, Germany.

Day 1: September 29, 2014

08:00 | Registration

09:00-09:30 | Welcome

- Address by Svenja Schulze | Minister of Innovation, Science and Research of the German State of North Rhine-Westphalia
- Address by Johannes Remmel | Minister for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the German State of North Rhine-Westphalia
- Address by Wolfgang Schuldzinski | Chairman of the Consumer Association of North-Rhine Westphalia

09:30-10:15 | Keynote: Markets, morals and consumers

Prof. Dr Armin Falk | University of Bonn, Center for Economics and Neuroscience

10:15-10:45 | Coffee break

10:45-12:15 | Round-table discussion: "Consumer research on the move? Re-thinking the European Consumer Agenda, Horizon 2020, and the Research Strategy 'Progress NRW'"

Johanna Wanka | Federal Minister of Education and Research [invited]

Svenja Schulze | Minister of Innovation, Science and Research of the German State of North Rhine-Westphalia

Dr Elke Anklam | Joint Research Centre of the European Commission, Director of the Institute for Reference Materials and Measurements (IRMM)

N. N. | European Commission, Directorate-General for Research and Innovation [invited]

Prof. Dr Dirk Messner | Director of the German Development Institute (DIE) and Co-Chair of the German Advisory Council on Global Change (WBGU)

Moderation: Armin Himmelrath | Scientific Journalist



12:15-13:30 | Lunch

13:30-15:30 | Workshop 1: What's on the European Consumer agenda? (Part I)

Session 1.1: The digital revolution

Chair: Prof. Dr Franziska Böhm | University of Münster, Institute for Information-, Telecommunication- and Media Law (ITM), University of Luxembourg

Rapporteur: Dr Dominik Schäfers | University of Münster, Civil Law Department

A model of consumer satisfaction, information overload and product confidence in the digital economy

Gabriele Esposito and René van Bavel (Sevilla, Spain) | European Commission, Joint Research Centre, Institute for Prospective Technological Studies

Consumer policy action in growing possibilities of manipulation of consumer interest by uncontrollable data analysis by companies

Prof. Dr Michael Schleusener, Sarah Stevens, Prof. Dr Monika Eigenstetter and Prof. Dr Silvia Zaharia | Hochschule Niederrhein (University of Applied Sciences)

Consumer Informatics: Some consideration on theoretical foundation and on outlining a research agenda

Prof. Dr Gunnar Stevens (Siegen, Germany) | University of Siegen

Dr Alexander Boden (Sankt Augustin, Germany) | Fraunhofer Institute for Applied Information Technology FIT

Session 1.2: Political consumerism in the EU

Chair: Prof. Dr Sigrid Baringhorst | University of Siegen, Department of Social Sciences

Rapporteur: Dr Mundo Yang | University of Siegen, Department of Social Sciences

Success factors of grassroots movements for sustainability

Janina Grabs, Gesa Maschkowski, Niko Schöpke and Nina Langen (Bonn, Germany) | University of Bonn, Department of Agricultural and Food Market Research

Towards democratic consumption and shared Responsibilities in transnational value chains

Prof. Dr Jörn Lamla and Stefan Laser (Kassel, Germany) | University of Kassel

Why are boycotters not automatically buycotters? Exploring the influence of the concept of the state on citizens' decision to consume politically

Carolin Zorell (Mannheim, Germany) | University of Mannheim



Session 1.3: Vulnerable consumers

Chair: Prof. Dr Hanna Schramm-Klein | University of Siegen, School of Economic Disciplines

Rapporteur: Dr Gunnar Mau | University of Siegen, School of Economic Disciplines

Consumer vulnerability among elderly people

Dr Lisbet Berg (Oslo, Norway) | National Institute for Consumer Research

The effects of consumer socialization on impulsive buying behavior among adolescents: data from South Korea

Jung Eun Kim and Prof. Dr Jinhee Kim (College Park, USA) | University of Maryland

Ji-Ha Kim (Seoul, South Korea) | Korean Educational Development Institute (KEDI)

The role of empowerment in enhancing financial capability among the young

Laura Luukkanen and Prof. Outi Uusitalo (Jyväskylä, Finland) | Jyväskylä University School of Business and Economics

Session 1.4: Sustainable consumption

Chair: Prof. Dr Christa Liedtke | Wuppertal Institute for Climate, Environment and Energy, Research Group 4: Sustainable Production and Consumption and Folkwang University of the Arts, Essen

Rapporteur: Alexandra Seibt | Wuppertal Institute for Climate, Environment and Energy, Research Group 4: Sustainable Production and Consumption

Mindfulness of the stone-age mind? Contrasting evolutionary cognitive biases and mindfulness in the context of sustainable consumption

Prof. Sabrina V. Helm (Tucson, USA) | University of Arizona

Role of money, materialism and perceived ethical and social responsibility in promoting sustainable consumption

Prof. D. Israel (Jamshedpur, India) | XLRI School of Management

Sharad Agarwal (Jamshedpur, India) | Indian Institute of Management Ranchi

Equality and sustainable consumption in capability perspective

Dr Ortrud Leßmann (Hamburg, Germany) | Helmut Schmidt University, University of the Federal Armed Forces

Torsten Masson (Leipzig, Germany) | Helmholtz Centre for Environmental Research

15:30-16:00 | Coffee break



16:00-17:30 | Round-table discussion: "Challenges of European consumer policy in the 21st century"

Gerd Billen | State Secretary, Federal Ministry of Justice and Consumer Protection

Peter Knitsch | State Secretary, Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the German State of North Rhine-Westphalia

Neven Mimica | EU Commission "Consumer Protection" [invited]

Amanda Long | Director General of Consumers International (CI) [invited]

Klaus Müller | Chairman of the Federation of German Consumer Organisations (vzbv)

Dame Lucy Jeanne Neville-Rolfe, Baroness Neville-Rolfe | President of EuroCommerce [invited]

Moderation: Prof. Dr Christian Thorun | Managing Director of the Institute for Consumer Policy (ConPolicy) and Professor for Political Science, International Politics and Public Affairs at the Quadriga University of Applied Sciences Berlin

20:00-22:00 | Conference dinner with award ceremony for excellent young consumer researchers in North-Rhine Westphalia

Awards presentation by

Peter Knitsch | State Secretary, Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the German State of North Rhine-Westphalia

Dr Beate Wieland | Head of Department "Research and Technology", Ministry of Innovation, Science and Research of the German State of North Rhine-Westphalia

Wolfgang Schuldzinski | Chairman of the Consumer Association of North-Rhine Westphalia

Day 2: September 30, 2014

08:30-08:50 | Welcome and presentation of agenda

09:00-11:00 | Workshop 1: What's on the European Consumer agenda? (Part II)

Session 1.5: Challenges regarding product, service and food safety

Chair: Prof. Dr Monika Hartmann | University of Bonn, Department Agricultural and Food Market Research

Rapporteur: Dr Johannes Simons | University of Bonn, Department of Agricultural and Food Market Research

Pre-sliced or do it yourself? Determinants of children's acceptance of convenience fruits and vegetables

Jan-Paul von Germeten and Dr Stefan Hirsch (Bonn, Germany) | University of Bonn

Negotiating consumer responsibility for political issues: Contested food consumption and everyday agency in a Danish context

Prof. Bente Halkier (Roskilde, Denmark) | Roskilde University



Counterfeiting as a social issue: Should anti-counterfeiting discourses state it explicitly?

Dr Anne-Flore Maman Larraufie (Paris, France) | SémioConsult and École Supérieure des Sciences Économiques et Commerciales (ESSEC Business School)

Session 1.6: Information overload - knowledge deficit

Chair: Prof. Dr Birgit Weber | University of Cologne, Faculty of Humanities

Rapporteur: Ulrike Danier | University of Cologne, Faculty of Humanities

Consumer today : Homer Simpson or Superman?

Christophe Bernes (Paris, France) | National Institute for Consumer Affairs

A problem-oriented concept of consumer protection policy: current controversies among ordoliberal ideas and behavioural economics

Prof. Dr Lothar Funk (Düsseldorf, Germany) | University of Applied Science

Financial literacy and financial Stress

Gianni Nicolini (Rome, Italy) | University of Rome "Tor Vergata"

Prof. Brenda Cude (Athens, USA) | University of Georgia

Session 1.7: Consumer Rights not fully respected in practice

Chair: Prof. Dr Peter Krebs | University of Siegen, German and European Economic Law

Rapporteur: Sascha Stiegler | University of Siegen, German and European Economic Law

Vulnerable consumer experience of complaints: challenges for ADR development in hybrid public/private services in Europe

Carol Brennan and Jane Williams (Edinburgh, United Kingdom) | Queen Margaret University Consumer Insight Centre

Innovative regulatory tools for a more efficient consumer law

Dr Stefanie Jung (Siegen, Germany) | University of Siegen

Re-thinking EU digital policies: Integrating consumers' interest in the Single Market for digital content products

Agustin Reyna (Brussels, Belgium) | The European Consumer Organisation/Bureau Européen des Unions de Consommateurs (BEUC)

Session 1.8: Specific challenges: Financial Markets

Chair: Prof. Dr Christian Wey | Heinrich Heine University Düsseldorf, Düsseldorf Institute for Competition Economics (DICE)

Rapporteur: Miriam Thöne | Heinrich Heine University Düsseldorf, Düsseldorf Institute for Competition Economics (DICE)

Consumer bankruptcy as new measure of social and consumer policy in Europe: general characteristics, national varieties, and the problem of social exclusion

Jan-Ocko Heuer (Bremen, Germany) | University of Bremen



Credible or biased? An analysis of insurance product ratings in Germany

Stephanie Meyr (Munich, Germany) | Ludwig Maximilians University

Patricia Born (Tallahassee, USA) | State University of Florida

Sharon Tennyson (Ithaca, USA) | Cornell University

Special challenges regarding financial markets

Prof. Dr Rolf H. Weber and Rainer Baisch, Mlaw (Zurich, Switzerland) | University of Zurich

11:00-11:30 | Coffee break

11:30-13:30 | Workshop 2: Parallel sessions: Horizons for European consumer research (Part I)

Session 2.1: Europe in a changing world - Inclusive, innovative and reflective societies

Chair: Prof. Dr Christoph Strünck | University of Siegen, Department of Social Sciences

Rapporteur: Nadine Schreiner | University of Siegen, Research Centre FoKoS

From Consumer to Citizen – an approach of consumer research as an instrument for the emancipation of consumers

Prof. Dr Renate Hübner (Klagenfurt, Austria) | Alpen-Adria University

Prof. Dr Karl Kollmann (Vienna, Austria) | Vienna University of Economics and Business

Prof. Christian Fridrich (Vienna, Austria) | College of Education Vienna

Nina Tröger (Vienna, Austria) | Chamber of Labour

The collaborative consumption - emerging research area and preliminary findings

Prof. Dr Maciej Mitreęa and Agnieszka Matecka (Katowice, Poland) | University of Economics

Politics and media practices in the everyday life of German consumer on/offline

Katharina Witterhold, M. A. (Siegen, Germany) | University of Siegen

Session 2.2: Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bioeconomy

Chair: Prof. Dr Carola Strassner, MBA | University of Applied Sciences Münster, Faculty of Oecotrophology and Facility Management

Rapporteur: Melanie Lukas | Wuppertal Institute for Climate, Environment and Energy, Research Group 4: Sustainable Production and Consumption

The role of values and attitudes in determining organic consumption

Jana Diels (Berlin, Germany) | ConPolicy – Institute for Consumer Policy

It's complicated: Vegetarianism and indirect Environmental rebound effects

Janina Grabs (Uppsala, Sweden) | Swedish University of Agricultural Sciences



Future of forest products in sustainable consumption: German and Finnish consumers talking about ecological concern of wooden furniture

Inkeri Hakala, Minna Autio and Anne Toppinen (Helsinki, Finland) | University of Helsinki

Session 2.3: Secure, clean and efficient energy

Chair: Prof. Dr Christoph Weber | University Duisburg-Essen, Faculty of Business Administration and Economics, Institute for Business and Economic Studies (IBES)

Rapporteur: Andreas Dietrich | University Duisburg-Essen, Faculty of Business Administration and Economics, Institute for Business and Economic Studies (IBES)

Is Europe an a paradigm of consumer behaviour for urban Chinese? An aspect of residential energy Consumption

Guiying Cao (Laxenburg, Austria) | International Institute for Applied System Analysis

Junlian Gao (Beijing, China) | China University of Mining and Technology

Elena Rovenskaya (Laxenburg, Austria) | International Institute for Applied System Analysis

Xiangyang Xu (Beijing, China) | China University of Mining and Technology

Implicit pricing of energy facility presence on real estate markets: Literature review and future directions

Sandra Ifrim and Tim Böker (Düsseldorf, Germany) | Heinrich Heine University

Sustainable Use of Washing Machines: The challenge of increasing machine capacities and smaller family sizes

Emir Lasic and Prof. Dr Rainer Stamminger (Bonn, Germany) | University of Bonn

Christian Nitsch and Arnd Kessler (Düsseldorf, Germany) | Henkel AG & Co. KGaA

Session 2.5: Health, demographic change and well-being

Chair: Prof. Dr Claudia Hornberg | Bielefeld University, Faculty of Health Sciences, Working Group 7: Environment and Health

Rapporteur: Timothy Mc Call | Bielefeld University, Faculty of Health Sciences, Working Group 7: Environment and Health

The same but not the same – Challenges in comparing patient opinions

Prof. Dr Michaela Geierhos and Sabine Schulze (Paderborn, Germany) | University of Paderborn

Alleviating self-objectification in women: The self-affirmation strategy

Alexander Gunz (Manchester, United Kingdom) | Manchester Business School

Prof. Dr Christine Logel (Waterloo, Canada) | Renison University College, University of Waterloo

Consumer protection in EU public health policies: Degrees of paternalism in vaccination and tobacco policies

Dr Remi Maier-Rigaud (Cologne, Germany) | University of Cologne

13:30-14:45 | Lunch



14:45-16:45 | Workshop 2: Horizons for European consumer research (Part II)

Session 2.4: Smart, green and integrated transport

Chair: Claus Seibt | Wuppertal Institute for Climate, Environment and Energy, Research Group 2: Energy, Transport and Climate Policy, Programme Director Sustainable Transport and Mobility Services

Rapporteur: N. N.

CALL STILL OPEN

Session 2.6: Climate action, resource efficiency and raw materials

Chair: Prof. Dr Wiltrud Terlau | Bonn-Rhein-Sieg University of Applied Sciences, Department of Management Science and Founding Director of the International Centre for Sustainable Development (IZNE)

Rapporteur: Dr Darya Hirsch | Bonn-Rhein-Sieg University of Applied Sciences, International Centre for Sustainable Development (IZNE)

Preparation methods of convenience food and their impact on energy consumption and consumer satisfaction

Dr Jasmin Geppert, S. Conin and Prof. Dr Rainer Stamminger (Bonn, Germany) | University of Bonn

How relevant is obsolescence – result of an empirical survey

Laura Hennies and Prof. Dr Rainer Stamminger (Bonn, Germany) | University of Bonn

Climate change impacts on agriculture, food prices and consumer welfare: Evidence from Israel

Iddo Kan, Ayal Kimhi and Jonathan Kaminski (Jerusalem, Israel) | Hebrew University of Jerusalem

Session 2.7: Secure societies

Chair and Rapporteur:

Prof. Dr Artus Krohn-Grimberghe | University of Paderborn, Faculty of Business Administration and Economics, Department 3: Business Information Systems

Prof. Dr-Ing. Christoph Sorge | University of the Saarland, Faculty 1: Law and Economics, Law Department, "Juris" Endowed Chair for IT Law

Social networking increases financial risk-taking

Eugene Y. Chan, M.A. (Sydney, Australia) | University of Technology

Najam U. Saqib, PhD (Doha, Qatar) | Qatar University

Traditional vs. "share economy"-based trust systems and their impact on buying decisions

Bastian Dinter, M. A. (Düsseldorf, Germany) | University of Applied Sciences

Prof. Dr Lothar Funk (Düsseldorf, Germany) | University of Applied Sciences

Prof. Dr Sven Pagel (Mainz, Germany) | University of Applied Sciences

Consumer interfaces in the smart grid – Dawn of a privacy divide?

Timo Jakobi and Prof. Dr Gunnar Stevens (Siegen, Germany) | University of Siegen

ICCR International Conference on Consumer Research



16:45-17:15 | Coffee Break

17:15-18:00 | Closing session: "What is good consumer policy for Europe?"

Prof. Dr Christoph Strünck | University of Siegen, Chair for Political Science, Social Policy, Labor Market Policy

Prof. Dr Sigrid Baringhorst | University of Siegen, Chair for Political Science, Political Systems, Comparative Political Science

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Kontakt

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