

Curriculum Vitae Carl Johan Lagerkvist

Personal details

Name	Carl Johan Lagerkvist
Date of birth	1966-08-16
Sex	Male
Language skills	Swedish (mother language). Fluent English
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Education

2010	Professor in Business Economics with management applications, Swedish University of Agricultural Sciences (SLU)
2007	Associate professor (Docent) in Business Administration, SLU
1999	Ph.D. in Economics, SLU
1994	M.Sc. in Horticulture, SLU
1993	Commercial law, Uppsala University

Current position

2016-	Deputy Theme leader for urban and peri-urban farming. SLU-Global initiative, Vice-Chancellors Office.
2010-	Professor in Business Economics, SLU.
2008-	Head of Department of Economics, SLU.

Professional experience

2014-2015	FAO/EBDR (Consultancy): Investing in premium poultry in Turkey.
2013-2014	Senior Research Fellow, Swedish Institute for Food and Biotechnology.
2002--2010	Senior lecturer in applied empirical microeconomics, SLU.
2001-2011	Visiting Professor, Faculty of Economics and Management, Czech University of Agriculture, Prague, Czech Republic.
1999--2002	Research Fellow, SLU.
1999	Visiting Scholar in Investments and Securities, Department of Applied Economics, University of Minnesota.
1994-1995	Teaching assistant (full-time), Department of Economics, SLU.

Awards

Best paper award, the annual conference of the German Society of Economic and Social Sciences in Agriculture (GeWiSoLa) for the paper "Consumers' Evaluation of Biotechnology in Food Products: New evidence from a Meta-Survey".

The Nordic Association of Agricultural Scientists Prize for the Premier Nordic Article in Agricultural Economics during the 1995-1999 period.

Ongoing research projects

2016-2019	The dynamics of urban sprawl: land-use changes, food supply and sustainable agricultural production systems in the arid and semi-arid zones (PI; Total budget 7.7MSEK; Formas).
2016-2019	MISTRA BIOTECH phase II. Consumer behavioral research related to use of biotechnology for plant and animal breeding for food production. (Work Package leader; total budget 7.2MSEK).

2014-2017 Consumers in a sustainable food supply chain: understanding barriers and facilitators for acceptance of visually suboptimal foods. Joint ERA SUSFOOD project with Wageningen, NOFIMA, Århus University and Humbolt University, (Work Package leader, total budget 1.7 MSEK)

Finalized research projects

2014-2015 FAO (Consultancy): Investing in premium poultry in Turkey.
2013-2014 Consumer Food Choice. Joint research project with SIK (The Swedish Institute for Food and Biotechnology). (Work Package leader; total budget 1MSEK)
2012-2015 MISTRA BIOTECH. CP 4: Consumer behavioral research related to use of biotechnology for plant and animal breeding for food production. (Work Package leader; total budget 7.8MSEK).
2011-2014 SLF. Drivers for profitable pork production in Sweden. (Led by Helena Hansson).
2011-2014 FORMAS. Successful management strategies for improving the welfare of dairy cows - accounting for farmers' incentives and motivation factors. (Led by Helena Hansson).
2009-2011 FORMAS. Assessment of Technical and Economic Efficiency of Mastitis-Control Actions in Order to Improve Udder Health Management and Increase the Welfare of Dairy Cows. (Led by Helena Hansson).
2009-2011 Swedish University of Agricultural Sciences & CGIAR linkage fund. A supply-chain analysis of food safety standards related to the use of wastewater for irrigation of crops in Nairobi, Kenya. (Main investigator; total budget 2MSEK).
2006-2009 The Bank of Sweden Tercentenary Foundation. Valuation of landscape attributes. (Main investigator; total budget 2MSEK).
2002-2006 FOOD21. Consumer choices and value added food. (Main investigator; total budget 2MSEK).
2001-2003 SLF. Cooperation, integration and economic adjustment in the agricultural firm.(Co-applicant;budget 1.4MSEK).

Supervision

Post doctoral fellows

2016- Dr. Micaela Kulesz
2015- Dr. Nina Lind
2013- Dr. Jacob Lund Orquin (Aarhus Univ.)
2013-2015 Dr. Goudarz Azar
2010-2011 Dr. Matreyi Mandal
2008-2010 Dr. Luca Di Corato

PhD students ongoing supervision

2015- Dirk Landeman (Georg-August-University Goettingen, Germany) (Project on Capacity development preferences of small-scale farmers in developing countries: the case of the Bihar region in India).
2015- Olivier Butkowski (Univ of Bonn, Germany). (Project on consumer acceptance of GM for food and bioenergy).
2014- Andrea Bolos (consumer preferences for visually suboptimal food).
2012- Ashkan Pakseresht (Project on consumer acceptance of GM for food and bioenergy).

2009- Katarina Labajova
2009- Ag. Lic. Lovisa Nilsson

Graduated PhD students

2014 Dr. Miriam Munich Vass
2011 Dr. Julia Rotter (associate advisor)
2008- Dr. Karin Larsén (@ IAMO, Germany)
2008- Fil lic. Olle Folke (@ Columbia University, US)

All in all, I have also supervised approximately 50 BSc and Msc Thesis's. In addition, I have functioned as associate supervisors for two MSc theses at the Department of Agricultural Economics, University of Nairobi, Kenya.

Research areas

Key words: consumer preferences and behavior; choice analysis; behavioral decision making; risk analysis; willingness to pay; agricultural finance; animal welfare economics

Ongoing research projects deals with:

- Consumer valuation, preferences and risk assessment of food products
- Valuing food safety in a developing-country context
- Using behavioral approaches to understand farmer's decisions and choices
- Integrating psychology and economics – relating behavior to personality and managerial action.
- Agricultural finance in particular portfolio selection with downside risk as well as capital structure decisions.

Editorial activities

2013- Editorial Board: Food Quality and Preference
2010- Editorial Board: European Review of Agricultural Economics
2007-2013 Editorial Board: Food Economics-Acta Agriculturae Scandinavica C.
2006-2012 Editorial Board: Journal of Agricultural and Applied Economics

I perform ~20 peer reviews each year for several scientific journals: Food Quality and Preference, Agriculture and Human Values, Animal, Journal of Agricultural Economics, American Journal of Agricultural Economics, European Review of Agricultural Economics; Wildlife Biology; Food Economics; Journal of Agricultural and Applied Economic; Journal of Agricultural and Resource Economics, Agricultural Economics, Food Safety, Environmental and Resource Economics. Journal of Risk Research, Food Policy, Journal of Public Economics, Livestock Science.

External reviewer for the eighth edition of Steve Lumby and Chris Jones' *Corporate Finance: Theory and Practice*, Cengage Learning EMEA Ltd, UK.

Academic evaluations

Assessor for *Professorship in Agricultural Economics* (production economics and farm management) at the University of Helsinki, 2013.

Chair of recruitment committee and assessment for the position as *Professor in Consumer Behaviour and Food Choice - 573144* at Department of Business Administration, Århus University, 2013.

Assessor for Assistant professorship in Food Product Marketing, Norwegian University

of Life Sciences, 2006.

Faculty opponent and member of evaluation committees for doctoral dissertations

March 2015; first opponent, Roselyne Alphonse, NMBU School of Economics and Business, Norwegian University of Life Sciences.

December 2014; Examiner. Zhen Liu, Copenhagen University.

May 2013; Faculty opponent. Anna Nyrén, School of Economics, University of Gothenburg. Essays on Behavioral Economics and Policies for Provision of Ecosystem Services.

2011; Examiner. Jacob Vesterlund Olsen, Copenhagen University.

2011; Evaluation committee. Khanh Nam Pham. School of Economics, University of Gothenburg.

2009; Evaluation committee. Anna Lehrman, Department of Ecology, Swedish University of Agricultural Sciences

Other Service-International

Expert evaluator for funding of research, Östersjöstiftelsen (The Baltic Sea Trust Funds), 2012.

Independent expert for the European Commission, evaluation of proposals from Call: FP7-KBBE. 2007 and 2008.

Member of the organizing committee for the 2nd European PhD Workshop, European Association of Agricultural Scientists, Rennes, France, September 3-6, 2007.

Chair, Section IX (Agricultural Economics) in the Nordic Association of Agricultural Scientists (NJF), 2009-2011.

Invited presentations at international academic conferences

June 2013. Orquin, J.L., Lagerkvist, C.J., Grunert, K., Scholderer, J. Modular cognitive processes can account for discrepancies in risk attitudes and risk behavior. 22nd Annual Conference of the Society for Risk Analysis Europe, Norway, Trondheim.

August 2012. International Conference on Applied Economics (IOAE). Title of presentation: Food health risk perceptions among consumers, farmers, and traders of leafy vegetables in Nairobi.

August 2011: European Association of Agricultural Economists (EAAE). Special session jointly organized between EAAE and the Agricultural and Applied Economics Association (AAEA). Zurich, Switzerland. Title of presentation: Animal Welfare in Livestock Production: Identification, Measurement and Analysis of Farmers' Economic Choices with Respect to Changes in the Level of Animal Welfare Provisions". Discussants: Alan Randall and Eirik Romstad.

October 2011: 10th African Crop Science Society Conference. Maputo, Mozambique. Title of presentation: Perceptions of food health risks along the value chain for vegetables from Urban and Peri-urban farming

Invited international presentations and guest lectures

September 2013, Aarhus University, MAPP and InSpire. Seminar on consumer acceptance of food processing technologies Title of speech: Consumer attitudes to biotechnology: What do we know?

July 2013, Hochschule Osnabrueck – University of Applied Sciences & German Institute of Food Technologies. Summer lab 2013. Title of speech: Consumer acceptance of novel food technologies.

Recent international conferences

- 2016 Farmers' motivations to invest in quality seed are gender specific: Evidence from the analysis of demand for disease-free seed potato using means-end chain theory with goal priming. Annual meeting of the American Association of Applied Economics, August 2016, Boston.
- 2016 Nutrition promotion messages: The effect of information on consumer sensory expectations, experiences and emotions of vitamin-A biofortified sweet potato. SenseAsia 2016, Shanghai.
- 2015 Using Zaltman Metaphor Elicitation Technique to Map Beneficiaries' Experiences and Values: A Case Example from the Sanitation Sector. American Evaluation Association, November 2015, Chicago.
- 2012 Consumer Segmentation based on best-worst scaling data: Use of covariates in Hierarchical Bayesian models. EuroSenses. 9-12 September, Bern, Switzerland.
- 2012 Investing in energy forestry under uncertainty. Annual Conference of the European Association of Environmental and Resource Economists held in Prague, June 27-30.
- 2012 Food health risk perceptions among consumers, farmers, and traders of leafy vegetables in Nairobi. World Congress on Risk 2012: Risk and Development in a changing World. Sydney, 17-20 July. Society of Risk Analysis.
- 2012 Comparison of Traditional and Copula-based 'Value at Risk' Methods for Farm-Financial Investment Portfolios. Annual Meeting, Agricultural & Applied Economics Association. August 12-14, Seattle.
- 2011 Consumers' Willingness to Pay for Food Safety in Nairobi: The Case of Fresh Vegetables, August 30-September 2, 2011, Zurich, Switzerland, European Association of Agricultural Economists.

Other Service-International

Member of the scientific program committee for the 2015 Pangborn Conference on sensometrics and consumer research, Gothenburg, Sweden.

Member of the scientific program committee for the conference of the European Association for Agricultural Economists, Slovakia, 2014.

Member of the scientific program committee for the 11th EurSafe Congress *The Ethics of Consumption – The Citizen, The Market and the Law*, in Uppsala, Sweden, September 11-14 2013.

Independent expert for the European Commission, evaluation of proposals from Call: FP7-KBBE. 2007 and 2008.

Member of the organizing committee for the 2nd European PhD Workshop, European Association of Agricultural Scientists, Rennes, France, September 3-6, 2007.

Chair, Section IX (Agricultural Economics) in the Nordic Association of Agricultural Scientists (NJF), 2009-2011.

Stakeholder interactions and dissemination

- November 2013. Lantmännen AB: Invited Speech.
- November 2013. The Federation of Swedish Farmers (LRF) Gotland: Invited speech.
- October 2013. Nordic Ministerial Council working group meeting in Riga, Lithuania: Invited speech.
- October 2013. The Swedish GMO network: Invited speech.
- October 2013. Swedish Institute for Biotechnology and Food Innovation: Invited speech.
- May 2013. Dagens Industris Livsmedelsdag: Invited speech.
- December 2012. Royal Swedish Academy of Agriculture and Forestry, Seminar with title “Att göra risker till möjligheter”: Invited Speech.
- November 2012, key note speech for Finnish meat producers through AtriaNauta. Title: ‘Consumer preferences for labeling of value added quality and country of origin attributes in meat: Evidence from Sweden’.
- I have organized one inception (2009) and one final workshop (2012) in Nairobi related to my project (SLU-CGIAR linkage fund) concerning food safety and quality of vegetables from peri-urban farming around Nairobi. Each workshop had around 25 participants from government, local authorities, various public and private organizations, as well as representing farm advisors and extension officers.
- I have presented results from the FOOD21 project (consumer studies) in various formats.
- Related to the FOOD21 project, I have also held oral presentations for the Board of Executives at Scan; for the management group of Svenskt Sigill, as well as for representatives of LRF. Svenskt Sigill och Svenska ägg (November 2003). Presentation av forskningsresultat; Svensk fågel och KF (January 2004). Presentation av forskningsresultat; Ekologiska lantbrukarna (January 2004). Presentation av forskningsresultat. Svensk Fågel (March 2004). Presentation av forskningsresultat för styrelsen i Svensk Fågel; Konsumentverket (March 2004). Samverkan industri och handel. Presentation of research results.
- Jordbrukskonferensen (November 23-24, 2004), Invited Speaker, “Att sätta pris på svenska mervärden”.
- In addition, research information has been communicated both in oral presentations and in written form as follows; Uppsala Nya Tidning (November 17, 2003). Splittrad syn på värdet av djurskydd; Lantmannen (3), 2003. Se upp med överskattade markvärden; Lantmannen (5), 2003. Hur väljer konsumenten livsmedel?; Lantmannen (12), 2003. Sidoinkomster går till familjen; Land Lantbruk (February 20, 2004) Störst ekonomisk risk med robotsatsning;; Land Lantbruk (March 12, 2004). “Konsumenterna är beredda att betala mer”; TV-avisen (Denmark), March 2004, Om svenskars inställning till GMO.
- Swedish Radio (March 2006). Consumer perceptions related to the bird flu.

Teaching experience

I have about 2,200 lecturing hours in front of class and I have been teaching courses in investment and finance as well as in external and managerial accounting at various levels (introductory to advanced) during the period 1995-2010. In recent years, my teaching time has been very limited due to the job as Head of Department.

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