

Curriculum Vitae for Sara R Jaeger

CURRENT POSITION:

Lead Scientist, Consumer Behaviour and Health
Division of Sensory and Consumer Science
Horticultural and Food Research Institute of New Zealand
Mt Albert Research Centre
Auckland, New Zealand
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EDUCATIONAL QUALIFICATIONS:

2003 University of Reading (UK), Certificate in Further Professional Studies in Higher Education
2002 Chartered Institute of Marketing (UK), Advanced Certificate in Marketing
2000 University of Reading (UK), PhD, Food Marketing and Economics
1994 Technical University of Denmark, MSc, Engineering (Biotechnology)
1993 University of Strathclyde (UK), MSc, Food Biotechnology

PROFESSIONAL APPOINTMENTS:

12/2006 - Senior Scientist, Horticultural and Food Research Institute of New Zealand
02/2003 - 11/2006 Senior Lecturer/Lecturer, University of Auckland, Dept. Marketing
03/2002 - 01/2003 Research Scientist, Horticultural and Food Research Institute of New Zealand
01/2001 - 02/2002 Lecturer, University of Reading (UK), Dept. Agricultural & Food Economics
01/1999 - 04/2000 Research Scientist, Horticultural and Food Research Institute of New Zealand
03/1995 - 09/1996 Research Scientist, Biotechnological Institute (DK)

SIGNIFICANT DISTINCTIONS / AWARDS:

2007 Quality of research output evaluated as 'World class' (score 6 out of 7) in the 2006 New Zealand research quality evaluation exercise (<http://www.tec.govt.nz>)
2007 167 citations to my work in Web of Science database (Cited reference search, 14/9/2007)
2007 Co-chair for two workshops at the 7th Pangborn Sensory Science Symposium
2006 on Honorary Research Fellow, The University of Auckland Business School, NZ
2005 Member, Scientific Committee for the 6th Pangborn Sensory Science Symposium
2005 Co-chair for workshop at the 6th Pangborn Sensory Science Symposium
2005 Panel Discussant in keynote debate by Meiselman & Schutz (Can sensory/consumer research get it right?) at 6th Pangborn Sensory Science Symposium
2004 on Member, Editorial Board for the journal Food Quality and Preference (2006 IF 1.365)
2004 Keynote presentation to "A Sense of Identity: A European Conference on Sensory Science of Food and Beverages" in Florence (Italy, 26-29 September)
2004 Vice Chancellor's Early Career Research Excellence Award, University of Auckland (NZ)
2002-5 Visiting Research Fellow, University of Reading (UK)
1996-8 PhD scholarship, Danish Research Academy

1. RESEARCH ACTIVITIES

- 1.1 Field of Research - Summary Statement
- 1.2 Research Publications
- 1.3 Oral Conference Presentations
- 1.4 Conference Poster Presentations
- 1.5 Research Seminars
- 1.6 Research Grants / Funding
- 1.7 Peer Esteem Factors

1.1. FIELD OF RESEARCH - SUMMARY STATEMENT:

My research concerns the relationships people have with food. Specifically, I research the factors that determine food choice and purchase behaviour. For example, in my work I seek answers to questions such as: Why people do not eat the recommended 5+ daily servings of fruit and vegetables? What it would take to make genetically engineered foods acceptable to consumers? Why convenience has become one of the top-3 innovation drivers in the food industry? How much money consumers are willing to pay for foods that offer protection against certain types of cancer?, etc.

Rather than focusing my research on a few specific food categories, I have chosen to develop a more generic research path. This is shaped by a few key beliefs about how to successfully research peoples' relationships with food. In my opinion an interdisciplinary approach is necessary to meaningfully research food-related consumer behaviour, and, therefore, I work collaboratively with colleagues from different disciplines. Second, I believe there is a need to address contextual factors. Failing to do so severely threatens the validity of food-related research. For example, societal norms for what constitutes a meal have major implications for what people eat on weeknight evenings, as opposed to when they entertain at the week-end. Further, I think it is necessary to tailor the techniques and tools used by researchers specifically to applications in the food domain. I have a strong methodological interest and whenever possible, I plan and conduct my research to address key methodological issues.

1.2. RESEARCH PUBLICATIONS:

1.2.1. Papers - in review

1. Amos, RL, Smith, BG, Jaeger, SR and Harker, FR. Deterioration of fruit quality in consumers' homes. *Postharvest Biology & Technology* (submitted October 2007)
2. Hein, K, Jaeger, SR, Carr, TB and Delahunty, CM. Comparison of five common acceptance and preference methods. *Food Quality and Preference* (submitted September 2007).
3. Deliza, R, Rosenthal, A, Hedderley, D, and Jaeger, SR. Consumer perception of irradiated fruit – an exploration using choice based conjoint analysis. *LWT – Food Science and Technology* (submitted September, 2007).

1.2.2. Papers - in press or conditionally accepted

1. Jaeger, SR and Rose, JM. Stated choice experimentation, contextual influences and food choice: a case study. *Food Quality and Preference* (conditionally accepted, Nov 2007).
2. Jaeger, SR, Jørgensen, AS, Aaslyng, MD and Bredie, W. Comparison of best-worst scaling and monadic rating for preference elicitation with food products: a case study. *Food Quality and Preference* (conditionally accepted, Aug 2007).
3. Bava, CM, Jaeger, SR, and Dawson, J. An exploratory study of retailers merchandising methods: Are consumers an active or passive audience? *Refereed conference proceeding* (5p). 2007 ANZMAC (Australian and New Zealand Marketing Academy), 3-5 December, Otago (NZ).
4. Harker, FR, Jaeger, SR, Lau, K and Rossiter, K. Consumer perceptions and preferences for kiwifruit: a review. *Acta Horticulturae* (Accepted, Nov 2006).

1.2.3. Papers - published

1. Bava, C, Jaeger, SR and Park, J. Constraints upon food provisioning practices in 'busy' women's lives: Trade-offs which demand convenience. *Appetite* (Available online Nov 2007).
2. Hollebeek, LD, Jaeger, SR, Brodie, RJ, and Balemi, A. (2007). The Influence of Involvement on Purchase Intention for New World Wine. *Food Quality and Preference*, 18(8), 1033-1049.

3. Jaeger, SR and Cardello, AV. (2007). A construct analysis of meal convenience applied to military foods. *Appetite* 49(1), 231-239.
4. Lusk, JL, McLaughlin, L and Jaeger, SR. (2007). Strategy and response to purchase intention questions. *Marketing Letters* 18(1-2), 31-44.
5. Lund, CM, Jaeger, SR, Amos, RL, Brookfield, P and Harker, FR. (2006). Tradeoffs between emotional and sensory perceptions of freshness influence the price consumers will pay for apples: results from an experimental market. *Postharvest Biology and Technology*, 41(2), 172-180.
6. Gamble, J, Jaeger, SR and Harker, FR. (2006). Preferences in pear appearance and response to novelty among Australian and New Zealand consumers. *Postharvest Biology & Technology*, 41(1), 38-47.
7. Traill, WB, Yee, WMS, Lusk, JL, Jaeger, SR, House, LO, Morrow, B, Valli, C, and Moore, M. (2006). Perceptions of the risks and benefits of GM foods and their influence on willingness to consume. *Food Economics*, 3(1), 12-19.
8. Lusk, JL, Traill, WB, House, LO, Valli, C, Jaeger, SR, Moore, M, and Morrow, B. (2006). Comparative Advantage in Demand: Experimental Evidence of Preferences for Genetically Modified Food in the United States and European Union. *Journal of Agricultural Economics*, 57(1), 1-21.
9. Jaeger, SR. (2006). Non-sensory factors in sensory science research. *Food Quality and Preference* 17 (1-2) 132-144.
10. Jaeger, SR and Harker, FR. (2005). Consumer evaluation of novel kiwifruit: Willingness-to-pay. *Journal of the Science of Food and Agriculture*, 85(15) 2519-2526.
11. Harker, FR, Jaeger, SR, Gamble, J and Richardson-Harman, N. (2005). Consumer acceptance of new horticultural crops. *Compact Fruit Tree*, 28(2), 26-30.
12. Kassadjian, E, Gamble, J, Gunson, A and Jaeger, SR. (2005). A new approach to elicit consumers' willingness to purchase genetically modified apples. *British Food Journal*, 107(8), 541-555.
13. Lusk, JL, House, LO, Valli, C, Jaeger, SR, Moore, M, Morrow, B and Traill, WB. (2005). Consumer welfare effects of introducing and labelling genetically modified food. *Economics Letters*, 88(3), 382-388.
14. Jaeger, SR. (2005). Invited commentary on van Kleef et al.: Selection and evaluation criteria. *Food Quality and Preference*, 16(3), 209-212.
15. Jaeger, SR, Rossiter, KL and Lau, K. (2005). Consumer perceptions of novel fruit and familiar fruit: A repertory grid application. *Journal of the Science of Food and Agriculture*, 85(3), 480-488.
16. Traill, WB, Jaeger, SR, Yee, WMS, Valli, C, House, LO, Lusk, JL, Moore, M and Morrow, B. (2004). Categories of GM risk-benefit perceptions and their antecedents. *AgBioForum*, 7(4), 176-186.
17. House, LO, Lusk, JL, Jaeger, SR, Traill, WB, Moore, M, Valli, C, Morrow, B and Yee, WMS. (2004). Objective and subjective knowledge: impacts on consumer demand for genetically modified foods in the United States and the European Union. *AgBioForum*, 7(3), 113-123.
18. Jaeger, SR, Lusk, JL, House, LO, Valli, C, Moore, M, Morrow, B and Traill, WB. (2004). Measuring acceptance of genetically modified foods in non-hypothetical experimental markets. *Food Quality and Preference*, 15(7-8), 401-417.
19. Lusk, JL, House, LO, Valli, C, Jaeger, SR, Moore, M, Morrow, B and Traill, WB. (2004). Effect of information about benefits of biotechnology on consumer acceptance of genetically modified food: evidence from experimental auctions in the United States, England, and France. *European Review of Agricultural Economics*, 31(2), 179-204.
20. Jaeger, SR and Meiselman, HL. (2004). Perceptions of evening meal convenience: the case of at-home evening meals. *Appetite*, 42(3), 317-325.
21. Harker, FR, Gunson, FA and Jaeger, SR. (2003). The case for fruit quality: an interpretative review of consumer attitudes, and preferences for apples. *Postharvest Biology & Technology*, 28(3), 333-347.
22. Jaeger, SR. (2003). Innovation in the fruit industry: need for convenience. *Food Australia*, 54(April), 129-142.
23. Jaeger, SR, Lund, CM, Lau, K, and Harker, FR. (2003). In search of the "ideal" pear (*pyrus spp.*): results of a multidisciplinary exploration. *Journal of Food Science*, 68(3), 1108-1117.
24. Jaeger, SR, Rossiter, KL, Wismer, WV and Harker, FR. (2003). Consumer-driven product development in the kiwifruit industry. *Food Quality and Preference*, 14(3), 187- 198.
25. Andani, Z, Jaeger, SR, Wakeling, IN and MacFie, HJH (2001). Mealiness in apples: towards a multilingual consumer vocabulary. *Journal of Food Science*, 66(6), 872-879.
26. Jaeger, SR, Hedderley, D and MacFie, HJH (2001). Methodological issues in conjoint analysis: a case study. *European Journal of Marketing*, 35(11/12), 1217-1237.
27. Jaeger, SR and MacFie, HJH (2001). The effect of presentation format and means-end chain information on consumer expectations for apples. *Food Quality and Preference*, 12(3), 189-205.
28. Jaeger, SR and MacFie, HJH (2000). Incorporating "health" into promotional messages for apples: a means-end theory approach. *Journal of Food Products Marketing*, 6(2), 57-78.
29. Jaeger, SR (2000). Uncovering cultural differences in choice behaviour between Samoan and New Zealand consumers. *Food Quality and Preference*, 11(5), 405-417.
30. Jaeger, SR, Wakeling, IN and MacFie, HJH (2000). Behavioural extensions to preference mapping: the role of synthesis. *Food Quality and Preference*, 11(4), 349-359.

31. Jaeger, SR, Andani, Z, Wakeling, IN and MacFie, HJH (1998). Consumer preferences for fresh and aged apples: a cross-cultural comparison. *Food Quality and Preference*, 9(5), 355-366.

1.2.4. Technical reports

- 2007 Harker FR, Jaeger SR, Hofman P, Bava C, Thompson M, Stubbings B, White A, Wohlers M, Heffer M, Lund C, Woolf A. June 2007. Australian consumers' perceptions and preferences for 'Hass' Avocado. Report to Horticulture Australia Ltd, Project AV06025. HortResearch Client Report No. 21796. HortResearch Contract No. 21627.
- 2004 Harker, F.R., Gunson, F.A., Triggs, C.M., Jaeger, S.R., Roylance, M.J., Amos, R., Jackman, R., Requejo, C., Roxburgh, M., Sudo, R., Henderson, W., Denton, C. Quantifying market value for taste. Confidential HortResearch client report.
- 2003 HARKER, F.R., GAMBLE, J., LUND, C.M., HEFFER, M.D., JAEGER, S.R. 'Novel Pears for Future Consumers'. HortResearch Client Report, No. 9167.
- 2002 HARPER, G., HENSON, S.J., BREDAHL, M., JAEGER, S.R. 'Consumer acceptability of genetically-modified functional food products'. University of Missouri, Columbia, USA.

1.2.5. Confidential reports

- 2002 JAEGER, S.R. 'Review of means-end chain (MEC) analysis and its applications'. Confidential report to private marketing research consultant (Bristol, UK).
- 2002 JAEGER, S.R. 'Review of the repertory grid technique (RGT) and its applications'. Confidential report to private marketing research consultant (Bristol, UK).
- 2001 JAEGER, S.R., Bauchot, A.D.³ 'Interpretative summary of the literature pertaining to aspects of health and convenience in fruit and vegetables and suggestions for future research'. Confidential report to HortResearch (NZ).
- 1999 JAEGER, S.R. 'Exploring consumer behaviour for apples'. Confidential presentation to ENZA Ltd. (Hawkes Bay, NZ).
- 1998 MACFIE, H.J.H.³, JAEGER, S.R., MARKS, L.M.³ 'Responses to informational and experimental inputs: a review of the literature'. Confidential report to Fast Marketing advertising agency (London, UK).

1.3. ORAL CONFERENCE PRESENTATIONS:

1.3.1. Invited Conference Presentations

- 2007 JAEGER, S.R. 'Linking consumer experience to purchase motivation and behaviour'. 7th Pangborn Sensory Science Symposium in Missouri (US).
- 2007 JAEGER, S.R. 'Department of Marketing: Perspectives on Publishing'. 7th Pangborn Sensory Science Symposium in Missouri (US).
- 2007 JAEGER, S.R. 'Linking aspects of consumer experience to purchase and use behaviours'. Pipfruit New Zealand Annual Conference (Hastings, NZ).
- 2006 JAEGER, S.R. 'The value of understanding food-related consumer behaviour for successful NPD for Asian export markets'. 4th NZIFST-DIANZ conference "Food: Wealth Creation for all of NZ" in Auckland (NZ).
- 2005 JAEGER, S.R., MACFIE, H.J.H., O'MAHONY, M. & SCHLICH, P. Panel of challengers to the debate between HL Meiselman and HG Schutz on the topic 'Can sensory/consumer research get it right?' 6th Pangborn Sensory Science Symposium in Harrogate (UK).
- 2005 JAEGER, S.R. 'Consumer Sensory Scales: A Critical Reflection'. 6th Pangborn Sensory Science Symposium in Harrogate (UK).
- 2005 JAEGER, S.R. 'Measuring willingness-to-pay: why and how'. 6th Pangborn Sensory Science Symposium in Harrogate (UK).
- 2004 JAEGER, S.R. 'Non-sensory factors in the appreciation of food products'. A Sense of Identity: European Conference on Sensory Science of Food and Beverages (Florence, Italy).
- 2004 JAEGER, S.R., LUND, C.M.³ 'An overview of market-focused consumer methods: Techniques used in marketing research'. 2nd joint New Zealand Institute of Food Science and Technology and Dairy Industry Association of New Zealand conference (Hamilton, NZ).
- 2003 JAEGER, S.R. 'Healthy foods: consumers', industry and policy'. 1st joint New Zealand Institute of Food Science and Technology and Dairy Industry Association of New Zealand conference (Rotorua, NZ).
- 2002 JAEGER, S.R. 'Quantifying and influencing public perceptions of functional foods'. 1st NZ Functional Food Symposium (Auckland, NZ).
- 2000 JAEGER, S.R., WAKELING, I.N.³, MACFIE, H.J.H.³ 'Behavioural preference mapping'. 13th International Symposium on Olfaction and Taste (Brighton, UK).

1999 **JAEGER, S.R.** 'Exploring consumer behaviour for apples'. Australasian Postharvest Horticulture Conference (Waitangi, NZ).

1.3.2. Contributed Conference Presentations

2005 **JAEGER, S.R.** 'Using experimental markets to obtain economic measures of value: a SWOT analysis'. 6th Pangborn Sensory Science Symposium in Harrogate (UK).

2004 **JAEGER, S.R.**, CARDELLO, A.V.³ 'Perceived convenience of meal situations: a conjoint study with military rations'. Marketing Science Conference (Rotterdam, Holland).

2003 **JAEGER, S.R.**, LUSK, J.L.³, HOUSE, L.O.³, VALLI, C.³, MOORE, M.³, MORROW, B.³, TRAILL, W.B.³ 'Experimental laboratory auctions: a different way of measuring consumer acceptance of GM foods'. 5th Rose-Marie Pangborn Sensory Science Symposium (Boston, US).

1998 **JAEGER, S.R.**, WAKELING, I.N.³, MACFIE, H.J.H.³ 'Behavioural extensions to preference mapping: the role of synthesis'. 4th Sensometrics Symposium (Copenhagen, Denmark).

1.4. CONFERENCE POSTER PRESENTATIONS:

2007 **JAEGER, S.R.**, ZHU, Q. 'Learning about consumers through their disposal behaviours: a case study with fruit'. 7th Pangborn Sensory Science Symposium in Missouri (US).

2007 **JAEGER, S.R.**, MARSHALL, DW, DAWSON, J. 'Mapping foods and contexts: a Spanish case study'. 7th Pangborn Sensory Science Symposium in Missouri (US).

2007 **JAEGER, S.R.**, CARDELLO, AV, LESHNER, LL, AASLYNG, M, JØRGENSEN, AS, BREDIE, WLP. 'Best-Worst Scaling: A Critical Introduction and Discussion of its Future in Sensory and Consumer Research'. 7th Pangborn Sensory Science Symposium in Missouri (US).

2007 **JAEGER, S.R.**, BEATON, N. 'Measuring Purchase Intention: A Comparison of Three Different Purchase Intention Scales'. 7th Pangborn Sensory Science Symposium in Missouri (US).

2007 **JAEGER, S.R.**, BEATON, N. 'Measuring Purchase Intention for NPD Concepts'. 7th Pangborn Sensory Science Symposium in Missouri (US).

2005 **JAEGER, S.R.**, CARDELLO, AV, MEISELMAN, HL. 'Importance of food choice factors for a weekday evening meal: a best-worst scaling application'. 6th Pangborn Sensory Science Symposium in Harrogate (UK).

2005 KASSARDJIAN, E, GAMBLE, J, GUNSON, A, **JAEGER, S.R.** 'Is it true that consumers will not pay for genetically modified apples?' 6th Pangborn Sensory Science Symposium in Harrogate (UK).

2005 HARKER, FR, **JAEGER, S.R.**, GUNSON, A, TRIGGS, C, ROXBURGH, M, AMOS, R, JACKMAN, R, REQUEJO, C, DENTON, C, ROYLANCE, M, SUDO, M AND HENDERSON, W. 'An experimental method for quantifying the value of taste: a case study with kiwifruit'. 6th Pangborn Sensory Science Symposium in Harrogate (UK).

2004 KASSARDJIAN, E, **JAEGER, S.R.** and GAMBLE, J. 'Consumers' willingness to pay for different types of genetically modified apples' A Sense of Identity: A European Conference on Sensory Science of Food and Beverages (Florence, Italy)

2003 **JAEGER, S.R.**, CARDELLO, A.V.³ 'Perceptions of convenience, time and effort: a case study with military food rations'. 5th Rose-Marie Pangborn Sensory Science Symposium (Boston, US).

2003 **JAEGER, S.R.**, MEISELMAN, H.L.³ 'Exploring the complexity of food-related convenience: the case of at-home evening meals'. 5th Rose-Marie Pangborn Sensory Science Symposium (Boston, US).

2003 **JAEGER, S.R.**, DELIZA, R.³, BARROS, A.M.³ 'Demand for genetically modified fruit among consumers in Brazil and New Zealand'. 5th Rose-Marie Pangborn Sensory Science Symposium (Boston, US).

2003 **JAEGER, S.R.**, DELIZA, R.³, BARROS, A.M.³ 'Consumers' acceptance of the use of genetic modification in food production: trading-off perceived risks and benefits'. 5th Rose-Marie Pangborn Sensory Science Symposium (Boston, US).

2003 HARKER, F.R.³, MACRAE, E.A.³, **JAEGER, S.R.** 'Kiwifruit: from a single product to a new category of novel foods'. 5th Rose-Marie Pangborn Sensory Science Symposium (Boston, US).

2003 DELIZA, R.³, **JAEGER, S.R.**, BARROS, A.M.³ 'Brazilian consumer intention to purchase genetically modified fruit'. 5^o Simposio Latino Americano de Ciencia de Alimentos (Campinas, Brazil).

2003 DELIZA, R.³, **JAEGER, S.R.**, BARROS, A.M.³ 'Willingness to purchase genetically modified fruit in Brazil'. 12th World Congress of Food Science and Technology (Chicago, US).

2001 **JAEGER, S.R.**, MACFIE, H.J.H.³ 'Incorporating 'health' into promotional messages for apples: a means-end theory approach'. 4th Rose-Marie Pangborn Sensory Science Symposium (Dijon, France).

2001 **JAEGER, S.R.**, ROSSITER, K.³, LAU, K.³, HARKER, F.R.³ 'Perceptions of novelty in fruit among consumers varying in food neophobia'. 4th Rose-Marie Pangborn Sensory Science Symposium (Dijon, France).

- 1997 BHANJI, Z.³, **JAEGER, S.R.**, WAKELING, I.³, DE SMEDT, V.³, GOMEZ, C.³ 'Consumer perception of mealiness of dessert apples across a span of EU countries'. 6th International Food Choice Conference (Uppsala, Sweden).

1.5. RESEARCH SEMINARS:

1.5.1. Invited / Funded Seminars

- 2007 **JAEGER, S.R.** 'State-of-the-art practices in sensory and consumer science.' Sensory Solutions Symposium. Sydney (Australia).
- 2007 **JAEGER, S.R.** 'Conjoint analysis and discrete choice experimentation: An appetizer'. The University of Copenhagen, Department of Food Science (Denmark).
- 2007 **JAEGER, S.R.** 'Applications of Sensory and Consumer Science in Industry'. The University of Copenhagen, Department of Food Science (Lecture to Year 1 Undergraduate students).
- 2007 **JAEGER, S.R.** 'Wine and Consumers' 2-day workshop on New Zealand's Wine Industry: Future Challenges. Hosted by HortResearch. (Blenheim, NZ).
- 2006 **JAEGER, S.R.** 'An introduction to best-worst scaling in Sensory and Consumer research'. Department of Food Science at the Royal Veterinary and Agricultural University of Denmark.
- 2006 **JAEGER, S.R.** 'Using experimental markets to obtain economic measures of value'. University of Technology in Sydney, School of Marketing (Australia).
- 2005 **JAEGER, S.R.** 'Non-sensory factors in Sensory & Consumer Science research'. Department of Food Science at the Royal Veterinary and Agricultural University of Denmark.
- 2003 **JAEGER, S.R.** 'Experimental auctions: a new approach in food-related consumer science'. Part-funded presentation to the Department of Food Technology at Khon Kaen University (Thailand).
- 2003 **JAEGER, S.R.**, HARKER, F.R.³ 'Kiwifruit: successful innovation illustrated'. Part-funded presentation to the Department of Food Technology at Khon Kaen University (Thailand).
- 2001 **JAEGER, S.R.** 'Food for Thought: Challenges in Food Marketing anno 2001'. Funded presentation to UG & PG students in School of Management at University of Surrey (UK).
- 2001 **JAEGER, S.R.** 'An Introduction to Food Marketing'. Funded presentation to UG & PG students in School of Management at University of Surrey (UK).
- 2001 **JAEGER, S.R.** 'Exploring preference mapping'. Funded presentation at US Army Natick Soldier Centre (MA).
- 2001 **JAEGER, S.R.** 'Exploring MET and laddering'. Funded presentation at US Army Natick Soldier Centre (MA).
- 2001 **JAEGER, S.R.** 'Exploring Rep Grid Technique'. Funded presentation at US Army Natick Soldier Centre (MA).
- 2001 **JAEGER, S.R.** 'Why do people eat apples?' Funded presentation at US Army Natick Soldier Centre (MA).

1.5.2. Contributed Seminars

- 2007 **JAEGER, S.R.** 'Non-sensory factors in sensory science research'. Horticultural and Food Research Institute of New Zealand (Auckland, NZ).
- 2007 BAVA, C.M., **JAEGER, S.R.**, PARK, J. 'Constraints upon Food Provisioning Practices in 'Busy' Women's Lives: Trade-offs which demand convenience'. The University of Auckland Business School (Auckland, NZ).
- 2002 **JAEGER, S.R.** 'Choosing the fruit we eat: some insights into the role of health, taste and convenience'. Department of Marketing at the University of Auckland (NZ).
- 2001 **JAEGER, S.R.** 'Consumer acceptability of genetically modified food products with functional properties: analysis and comparison with laddering results'. Department of Agricultural and Food Economics at the University of Reading (UK).
- 2001 **JAEGER, S.R.**, ROSSITER, K.³, WISMER, W.V.³, HARKER, F.R.³ 'The use of preference mapping to aid new product development in the kiwifruit industry'. Department of Marketing, Quantitative Analysis, and Business Law at Mississippi State University (US).
- 1999 **JAEGER, S.R.** 'Exploring consumer behaviour for apples'. ENZA Ltd (Hawkes Bay, NZ).
- 1999 **JAEGER, S.R.**, ANDANI, Z.³, WAKELING, I.N.³, MACFIE, H.J.H.³ 'Consumer driven quality descriptors and multi-lingual vocabularies'. During 2-day course "Targeting the Consumer: Emerging Issues and Methods in Sensory and Consumer Science" with Drs MacFie and Meiselman hosted by the Sensory Science Research Centre (University of Otago, NZ).
- 1998 **JAEGER, S.R.**, MACFIE, H.J.H.³ 'The application of conjoint analysis to explore consumer choice behaviour'. Department of Consumer Science at the Institute of Food Research (IFR; Reading, UK).

- 1998 **JAEGER, S.R.**, MARKS, L.M.³, MACFIE, H.J.H.³ 'Responses to informational and experimental inputs: a review of the literature'. Confidential presentation to a London-based advertising agency (April, 1998).
- 1998 **JAEGER, S.R.**, ANDANI, Z.³, WAKELING, I.N.³, MACFIE, H.J.H.³ 'Cross-cultural perceptions of mealiness in apples'. Dairy Research Institute of New Zealand (DRI; Palmerston North, NZ).
- 1998 **JAEGER, S.R.**, MACFIE, H.J.H.³ 'Development of MEC-based advertising'. Department of Consumer Science at the Institute of Food Research (IFR; Reading, UK).
- 1997 **JAEGER, S.R.**, MACFIE, H.J.H.³ 'Application of consumer science methodology to preference behaviour for dessert apples'. Department of Food Science at the University of Reading (UK).

1.6. RESEARCH GRANTS / FUNDING:¹

1.6.1. Principal investigator

- 2007 "Fruit Quality Factors Influencing Purchase Decisions for Avocados"
AUD 36,000 (Avocado Australia, AU)
- 2007 "Consumer Science and Marketing Research"
NZD 180,400 (HortResearch, NZ)
- 2007 "Fruit consumption and Disposal Behaviours in High Deprivation Areas"
NZD 20,000 (HortResearch, NZ)
- 2006-7 "Factors influencing purchase decision for wine at retail and in restaurants"
NZD 15,000 (University of Auckland, NZ)
- 2006 "Scales for measuring purchase intention"
NZD 6,000 (University of Auckland, NZ)
- 2004 "Food-related convenience: contextual dependence and role in food choice"
NZD 60,075 (University of Auckland, NZ)
- 2002 "Review of means-end chain and repertory grid literature"
GBP 2,500 (Confidential marketing research consultant, UK)
- 2001-4 Funds from US Department of Defence (US\$ 15,000) to travel to US Army Natick Soldier Centre (www.natick.army.mil) and work as visiting scientist with Drs Meiselman, Cardello, Schutz and Bell.
- 2001-2 "Food-related convenience: construct conceptualisation and measurement"
USD 15,000 (US Department of Defence)
- 2001 "Interpretative literature review: convenience and health properties of fruit and vegetables"
GBP 6,000 (HortResearch, NZ)

1.6.2. Co-investigator

- 2007 "Australian consumers' perceptions and preferences for 'Hass' Avocado"
AUD 105,000 (Horticulture Australia, AU)
- 2005 "Willingness to pay for biotechnology products"
NZD 6,000 (ISAT, Royal Society, NZ)
- 2004- "Novel kiwifruit targeted to changing lifestyles"
NZD 38.400,000 (FRST, NZ)
- 2004-5 "Role of taste and fruit size for acceptance among Japanese consumers"
NZD 300,000 (ZESPRI, NZ)
- 2004 "Development of food safety and health consciousness standard scales: testing segmenting power and reliability with Thai and international consumers"
NZD 12,000 (Ministry of Education, Thailand)
- 2001-3 "Novel pears for future consumers"
NZD 100,000 (Horticulture Australia, AU)
- 2000-4 "Measures of consumer acceptance of and willingness to pay for genetically modified foods in the U.S. and the E.U."
USD 780,000 (USDA Initiative for Future Agriculture and Food Systems, US)
- 1998-00 "Consumer perceptions of novel fruit"
NZD 200,000 (PGSF, NZ)

¹ At the University of Auckland Business School applying for large research grants was not part of the organisational ethos and because they were viewed as taking time away from other more important research tasks, grant writing was not actively encouraged by the Faculty and Head of Department.

1.7. PEER ESTEEM FACTORS²

1.7.1. Fellowships / Affiliations

- 2006 on Honorary Research Fellow (The University of Auckland Business School, NZ). The University of Auckland is placed as 48 in the World Top 100 Universities (The Times, Higher Education, UK), and the University of Auckland business School is rated as the Top Business School in New Zealand.
- 2002-5 Invited in 2002 by Prof Traill (Dept Agriculture & Food Econ) to be Visiting Research Fellow for 3 years to University of Reading (UK). Research in Agriculture at Reading was rated 5 (highest grade awarded) in UK's 2001 Research Assessment Exercise.
- 2001-4 Visiting Scientist to the US Army Natick Soldier Center (NSC) of the Soldier, Biological and Chemical Command (SBCCOM; MA, US). During my 3 visits to Natick Labs I collaborated with Drs Meiselman and Cardello.
- 2000 on Was accepted, due to professional experience and educational attainment as member of Institute of Food Science & Technology, the UK's professional qualifying body for food scientists. This qualified me to join the Professional Food Sensory Group.

1.7.2. Consortia Membership

1. Invited to join global collaboration on factors influencing consumers purchase decisions for wine (2006). Collaboration headed by Professor Lockshin (AU) and supported by Prof Louviere. Uses Best-Worst analysis.
2. Initiated collaboration with Dr Cardello at Natick to compare performance of best-worst scaling and LAM scale for use in taste testing (2006).
3. Initiated collaboration with Prof Lusk (Oklohoma State University, US) in 2003. We're exploring bias in survey completion from the perspective of strategic misrepresentation. Specifically, we explore the extent to which participants when completing surveys believe their responses have some impact on business decisions. A paper has just been published in the high ranked Marketing Letters journal.
4. Invited by project leader Dr Harker to join the HortResearch-led project 'Novel kiwifruit targeted to changing lifestyles' Funded by NZ Foundation for Research, Science & Technology (FRST) at NZ\$6.4M yearly in 2004-10
5. Invited by Dr Marshall (Marketing Division, University of Edinburgh, UK) to join in exploration of the role of fruit in the diet of Spanish people. I hosted Dr Marshall visit to NZ in 2006.
6. Collaboration w/ Prof Winger (Massey Uni, NZ) and Dr Posri (Thailand) on 2 year project funded by Khon Kaen Uni (Thailand) and Thai Ministry of Education (NZ\$12,000) on food involvement of NZ and Thai consumes and implications for purchase decisions
7. Member of project team led by Prof Lusk "Measures of Consumer Acceptance of and Willingness to Pay for Genetically Modified Foods in the US and EU" and funded by US Dept Agriculture (USDA) with US\$ 780,000. To date, 6 papers from project are published
8. By invitation, I collaborate with Dr Meiselman and Dr Cardello at the US Army Systems Soldier Centre at Natick (www.natick.army.mil), widely regarded as one of the top research institutions in the field of Sensory and Consumer Science. Our work has explored perceptions of convenience.
9. In 2001-2 I worked with Prof Bredahl (Uni. Missouri, US) on Consumer Acceptability of Genetically-Modified Food Products with Functional Properties. Key collaborators were Dr Harper (UK) & Dr Henson (CA)
10. Initiated collaboration w/ Dr Deliza at Brazilian Agr. Research Corp. (www.ctaa.embrapa.br) in 2002. Did a joint investigation into the acceptance of genetically modified foods in NZ and Brazil. To date, 6 posters have been presented at conferences. Collaboration continues to this date.
11. Member in 2001 of Uni Reading (UK) Centre for Food Economics Research, a recognised centre of excellence in Europe. Centre's research encompass all areas of production, consumption and marketing of food (www.apd.rdg.ac.uk/AgEcon/research/cefer.htm)
12. Participated in EU FLAIR-FLOW project on mealiness in apples (F-FE-287/98) (1997-8). This project was funded by the European Union and had collaborators from the UK, Germany, Belgium and Spain.

² Peer Esteem Factors are a group of research related factors included in the New Zealand research quality evaluation exercises (<http://www.tec.govt.nz>). They are featured here to provide information relating to: "Fellowships/Affiliations", "Consortia Membership", "Reviewing/Editorial", "Favourable Comments" and "Other Peer Esteem Factors."

1.7.3. Editorial/Reviewing

- 2004 on Member, Editorial Board for Food Quality and Preference (FQP), with 2006 impact factor (IF) of 1.365. In 2006 science edition of Journal Citation Report (JCR) database published by Thompson, FQP ranks as 26 of 96 in area Food Science & Technology.
- 2004 on 11 reviews for quality 2nd tier journals in Marketing and Business incl.: European Journal of Marketing (ranked 11 of 72 journals by Mort et al. 2002), Journal of Service Research (ranked 13 by Mort et al.), Journal of Business Research.
- 2004 on 33 reviews for marketing conferences incl. European Marketing Academy annual conference, Association of Consumer Research annual conference, Australian and New Zealand Marketing Academy annual conferences.
- 2002 on 5 reviews for Appetite (2006 IF=1.727)
- 2000 on Reviews for high quality science journals outside specialist field incl.: Analytica Chimica Acta (2006 IF = 2.894, ranked 10 of 68 journals in Analytical Chemistry) and Obesity Research (2006 IF = 3.491, ranked 8 of 55 journals in Nutrition and Dietetics)
- 2000 on 18 reviews for other journals incl. Journal Science of Food & Agriculture (2006 IF=1.026), American Journal of Enology and Viticulture (2006 IF=0.1.009) and Ecological Economics (2006 IF=1.223)
- 1999 on 60 reviews for Food Quality and Preference (2006 JCR IF=1.365).

1.7.4. Favourable Comments

1. FQP editor said of review: very helpful and detailed—you have editorial potential—and that's a compliment! [2004] For 2 reviews on topic new to journal (agricultural economics) he said: Thank you for your insightful analysis of these papers [2005]
2. For 2004 Florence keynote, Dr Monteleone (Conference chairman) said: Your talk was extremely interesting; MacFie (Fd Qual Pref editor): I really enjoyed your talk; Dr Cleaver (Unilever R&D): Thanks again for a very entertaining and informative talk!
3. World-class marketing scholar Prof Louviere, esteemed for his contribution in research methodology, particularly conjoint and choice modelling and best-worst scaling, invited me to visit him and his team at Uni Technol Sydney (AU) [2004]
4. Following my contribution in 6 orals and 4 posters at 6th Pangborn Symposium (2005), the conference chairman Dr D Lyon thanked me personally in an email saying: "... your very active participation in Harrogate was a huge contribution to its success"
5. VP for Research at Pernod Ricard (2nd biggest drinks company in world) asked to meet me (Dec 2005) due to my 'expertise in consumer evaluation and sensory analysis', which he considers an important topic for Pernod Richard (PR owns NZ's Montana wines)
6. Jaeger & Harker (2005) reviewed in Chemistry&Industry (C&I; 19/09/05). Reviewer said "it's really a very interesting piece of research." C&I, positioned as "where science meets business," presents research highlights to industry (circulation=6100)
7. Paper by Harker Gunson & Jaeger (2003) in top journal Postharvest Biology & Technology (PBT) (2004 IF=1.714; 2004 JCR ranks: 3 of 22 in Horticulture, 5 of 50 in Agronomy, 12 of 94 in Fd Sci Technol). Second most downloaded PBT paper in Jan-Oct 2003
8. Among select group of researchers to be/have been visiting scientists to US Army System Soldier Centre in Natick since 1966 and who contribute to broaden the Natick work, perspective and output [Meiselman & Schutz: Appetite, 2003, 40(3), 199-216]

1.7.5. Other Peer Esteem Factors

1. Many of my journal articles have been co-authored with recognised experts: 6 w/ Prof MacFie, 8 w/ Prof Lusk, 1 w/ Prof Meiselman, 1 w/ Dr Cardello and 7 w/ Dr Harker. Co-authors are experts in sensory and consumer science, agricultural economics and fruit quality
2. Invitation by Consumer Science team leader Dr Luckow to consult for soft drink giant PepsiCo (NZ\$ 50.7 turnover in 2005) in 2006 seeking for me to "bring a very unique perspective to our team, with methodologies that are extremely applicable to our business"
3. Invitation by head of the Food-Consumer Interaction Department at Nestle R&D Centre (food and drinks giant, NZ\$ 108.1 turnover in 2005) to visit and present my work in 2006 and discuss how my research approach may be of value to the Sensory and Consumer Science team at Nestle
4. Invitation to visit Jm. Jr. Wrigley Global Innovation Centre (Chicago, US) to discuss application of consumer research methodologies to the business. (March, 2006).
5. Invitation to visit Danone Vitapole Innovation Centre (Paris, France) to discuss application of consumer research methodologies to the business. (September, 2007).

2. TEACHING ACTIVITIES

- 2.1 Teaching Philosophy - Summary Statement
- 2.2 Classes Taught
- 2.3 Research Supervision
- 2.4 Professional Development in Teaching

2.1. TEACHING PHILOSOPHY - SUMMARY STATEMENT:

My teaching philosophy is expressed in the following mission statement. This reflects my professional values and illustrates how I understand and approach teaching in Higher Education.

- To conduct my Higher Education responsibilities in a manner consistent with the values placed upon and resources allocated to teaching and learning by those who employ me.
- To conduct teaching and learning encounters where both the students and I further our knowledge and skills.
- I intend the learning experience to provide challenges in a manner that gives enjoyment and satisfaction to individuals.
- By continuously developing my own abilities and building upon the experiences of others, the quality of my teaching and learning activities will be recognised as skilful by colleagues, as well as those I teach.

On a more practical level, this mission statement translates into a number of guiding principles, including:

- I intend that the courses I teach be challenging. As such I seek to be ambitious without being too ambitious.
- I believe in the value of active learning and continuously work to re-develop my teaching material and strategies to achieve a bigger component of active learning. Tutorials and in-class exercises are my preferred approaches. For example, in the case of tutorials I take the time in class to explain the integral link between lectures and tutorials. I also encourage students to view these as the primary place in the course where active learning is used to develop key skills.
- I believe that transparency is important in creating an effective teaching environment. Thus, I think it is important that aims, as well as learning outcomes are clearly communicated. I believe that learning outcomes are particularly valuable to students as these express the skills, knowledge and/or behaviour that the student has to achieve.
- Over and above the discipline specific skills and knowledge, I plan and execute my teaching to give students transferable and life long skills in the areas of team-working, oral and written communication, business awareness, problem-solving, IT literacy.
- A further guiding principle is the value of creating good rapport between the students that I teach and myself. Generally I find that people work harder and more conscientiously at things that hold their interest and when they feel they are being treated seriously and as equals.

2.2. CLASSES TAUGHT:

2.2.1. Department of Marketing, University of Auckland (NZ)

- 2004, 6 MKTG.704 – Research Methods B (Postgraduate)
- 2003-4, 6 MKTG.302 – Advanced Marketing Research Methods (Undergraduate, Year 3)
- 2003-5 MKTG.292 – Creating Market Knowledge (Undergraduate, Year 2)
- 2003 MKTG.703 – Research Methods A (Postgraduate)

2.2.2. Department of Agricultural and Food Economics, University of Reading (UK)

- 2001-2 AEB37 - Marketing Research Methods (Postgraduate)
- 2001-2 AE802 - Marketing Research Methods (Undergraduate, Year 3)
- 2001 AE303 - Introduction to Marketing (Undergraduate, Year 2)
- 2001 AE312 - Quantitative Methods (Undergraduate, Year 2)
- 2001 AE530 - Food Industry Project (Undergraduate, Year 3)
- 2001 AEA40 - Qualitative Research Methods (Postgraduate)
- 2001 EuroMSc - Introduction to Marketing [Dept. Food Science] (Postgraduate)

2.2.3. Department of Marketing, University of Edinburgh (UK)

2000 Quantitative Research Methods in Business (Undergraduate, Year 1)

2.3. RESEARCH SUPERVISION:

2.3.1. Supervision of Research Students

- 2006 on Co-supervisor, PhD student (K Hein). Department of Food Science, The University of Otago (NZ).
- 2006 Supervisor, BCom student (A Zhu). Department of Marketing, The University of Auckland (NZ).
- 2005-6 Co-supervisor, Bachelor project (AS Soerensen). Department of Food Science. The Veterinary and Agricultural University of Denmark.
- 2005 on Co-supervisor, PhD student (K Russell). Department of Food Science, The University of Otago (NZ).
- 2005-6 Co-supervisor, MA student (C Bava). Department of Anthropology, The University of Auckland (NZ)
- 2005-6 Co-supervisor, MSc student (R Amos). Department of Food Science, The University of Auckland (NZ).
- 2004-5 Co-supervisor, MCom student (L Hollebeek). Department of Marketing, The University of Auckland (NZ)
- 2003 Informal supervisor, MCom (S Chew) and BComH (P Ballantine) students. Department of Marketing, The University of Auckland (NZ)
- 2001-2 Supervisor, PhD student A Makatouni (successful completion) [after colleague left Dept.]. Department of Agricultural and Food Economics, University of Reading (UK)
- 2001 Supervisor, 2 MSc students. Department of Agricultural and Food Economics, University of Reading (UK).
- 2001 Supervisor, Group of 4 students for Undergraduate Year 3 Food Industry Project. Department of Agricultural and Food Economics, University of Reading (UK).

2.3.3. Other Activities Related to Research Supervision

- 2007 Developed and co-chaired with HL Meiselman a workshop at 7th Pangborn Sensory Science Symposium (Minneapolis, US) on topic "Publishing your Sensory and Consumer Science Research", which was targeted at emerging researchers and sought to provide insight to and useful hints on the publishing process and how to improve publication rate.
- 2007 Academic discussant at ANZMAC Doctoral Colloquium. This is a pre-conference event for PhD students, who receive feed-back on their work through discussion by academics in their field of research (<http://www.anzmac07.otago.ac.nz/doctoralcolloquium.aspx>)
- 2005 External examiner, University of Helsinki, PhD thesis by Nina Urala
- 2003-6 Internal Examiner, MCom and BCom theses. Department of Marketing, The University of Auckland (NZ).
- 2001 Member, Research Committee, Dept. Agricultural & Food Economics at University of Reading (UK)
- 2001 Member, Board of Studies, Dept. Agricultural & Food Economics at University of Reading (UK).

1.4. PROFESSIONAL DEVELOPMENT in TEACHING:

1.4.1. Certificate in Further Professional Studies in Higher Education (University of Reading, UK)

In 2002 I graduated with a Certificate in Further Professional Studies in Higher Education from the University of Reading (<http://www.rdg.ac.uk/cstd/newlecturers.htm>).

The components of this tertiary qualification are a workshop programme, independent project work and the development of a reflective teaching portfolio on: i) teaching and the support of learning, ii) contribution to the design and planning of learning activities, iii) assessment and giving feedback to students, iv) developing effective learning environments and student learning support systems, and v) reflective

practice and personal development. A summary of the examiners' assessment of my reflective teaching portfolio is given below (upon request I can provide for inspection the entire teaching portfolio, which includes evidence of the 6 times where my teaching was peer assessed).

By undertaking the work necessary for this Certificate I have gained: 1) significant experience of teaching and learning support in higher education, 2) an awareness of pedagogical issues, both generally and in the field of social science; and 3) the ability to choose, adapt and apply teaching methods and approaches that are context relevant.

Table. Summary of examiners' reports on Reflective Teaching Portfolio

	<i>Examiner 1</i>	<i>Examiner 2</i>	<i>3-hour workshop</i>
<u><i>Evidence of achievement of programme learning outcomes</i></u>			
Demonstrate how students learn and make use of this in own teaching practice	Partially met	Partially met	Yes
Design a course or teaching programme	Fully met	Fully met	Yes
Use a variety of teaching methods and approaches and implement effectively a teaching strategy appropriate to own subject	Fully met	Fully met	Yes
Implement an effective assessment scheme and work within the University's examination procedures	Partially met	Fully met	Yes
Evaluate own teaching with a range of self, peer and student evaluation techniques	Fully met	Fully met	Yes
Provide professional support to students incl. feedback on academic and pastoral issues	Fully met	Fully met	Yes
Make appropriate use of the student support structures within the University	Partially met	Partially met	Yes
Apply Health & Safety regulations as they pertain to own teaching, research and scholarship in your area	Partially met	Partially met	Yes
Appreciate the protocols and requirements for applying for research funds, publishing own research and supervising postgraduate students	Fully met	Fully met	Yes
Reflect on own personal and professional practice and development	Fully met	Fully met	Yes
<u><i>Evidence of these contexts is provided:</i></u>			
The design and planning of a course, module or unit	Fully	Fully	Yes
Teaching and supporting students' learning	Fully	Fully	Yes
Assessing students' learning and achievements	Fully	Fully	Yes
Contributing to student support systems and the development of effective learning environments	Fully	Fully	Yes
Evaluating and improving the teaching process	Fully	Fully	Yes
<u>Overall recommendation</u>	Clear pass	Clear pass	

1.4.2. Professional development while at The University of Auckland (NZ)

In the period 2003-2006, I attended a series of workshops organised by the University's Centre for Professional Development. These included:

- Making mass lectures work
- The art of graduate teaching
- Introduction to flexible learning
- Teaching Asian students
- The scholarship of teaching
- Assessment feedback
- Improving Postgraduate supervision