

CURRICULUM VITÆ

BIRGIT STOLTENBERG

26th July 2026

Senior Researcher, Cognition & Decision Group
Nuremberg Institute for Market Decisions (NIM)

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POSITIONS IN RESEARCH

since 04/2018	Senior Researcher Cognition & Decision Group , Nuremberg Institute for Market Decisions (NIM), Germany
2006 - 2018	Senior Specialist, Fundamental Research Group , GfK Nuremberg e.V., Nuremberg, Germany
2003 – 2006	Specialist, Fundamental Research Group , GfK Nuremberg e.V., Nuremberg, Germany
2001 - 2002	Junior Specialist, Fundamental Research Group , GfK Verein, Nuremberg, Germany

RESEARCH AFFILIATIONS AND VISITS:

11/2025	Visiting Research Scholar, Department of Management, Aarhus University, Denmark, Supervisor: Prof. John Thøgersen
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EDUCATION

Since 12/2025	PhD in Business Psychology (Dr. phil.) , cumulative dissertation Aalen University of Applied Sciences, Germany — Supervisors: Anja Dieckmann, Regina Kempen
1997 - 2000	Diplom-Wirtschaftsmathematik University of Augsburg, Germany
1995 - 1997	Vordiplom Mathematik University of Augsburg, Germany

RESEARCH INTERESTS

Sustainable Consumer Behaviour & Sufficiency
Choice Architecture & Decision Making
Sustainability Labelling & Information Processing
Advanced Statistical Modelling

PUBLICATIONS

REFEREED RESEARCH ARTICLES

- 2026 Brand, B. M., Grunert, K. G., Dintner, L. K., & Stoltenberg, B. (2026). Mapping the sustainability labels jungle in the food context: an analysis of multi-dimensional multi-level labels. *British Food Journal*, 128(13), 505-528.

CONFERENCE TALKS (PEER-REVIEWED) AND CONTRIBUTIONS (* PRESENTER)

- 2026 Brand, B. M., Hesel, N., Stoltenberg, B. & Dintner L. K. (2026). Fostering the adoption of multi-dimensional multi-level sustainability labels for groceries: A cross-country investigation of drivers and barriers. International Food Marketing Research Symposium, Aarhus.
- Benedikt, B. M., Stoltenberg, B. & Dintner, L.K. (2026). Comparing preference for multi-dimensional multi-level sustainability labels of groceries across countries. EMAC Annual Conference, Bath.
- Riedel, J., Stoltenberg, B. & Dieckmann, A. (2026). Ecolabel design and sustainable food choices: A discrete choice experiment on positive, graded and true price ecolabels. International Food Marketing Research Symposium, Aarhus.*
- Stoltenberg, B. & Brand, B. M. (2026). Improving Product Labelling to Support Sustainable Consumer Choices. Recent Advances in Retailing and Consumer Science Conference, Berlin.*
- Stoltenberg, B., Guillen Rivera F. & Layrisse F. (2026). Is Fast Fashion a Collective Consumption Trap? Evidence from Individual and Collective Valuations. EMAC Annual Conference, Bath.*
- 2025 Stoltenberg, B., Jahnke, B. & Schulze, M. (2025). Von der Nische zum Mainstream? – Aktivismus als Treiber von Food Citizenship und Nachhaltiger Transformation im Ernährungssystem. Towards New Food Systems - Ernährungs- und Lebensmittelsysteme neu gedacht, Berlin.*
- Stoltenberg, B., Unfried, M. (2025): How to improve product labelling for greater sustainability, SCORAI Europe Conference 2025, Lund.*
- 2024 Stoltenberg, B, Unfried, M.& Manewitsch, V. (2024): The power of information from a consumer perspective: Effectiveness and willingness to pay for improved animal welfare in the German pork market. EMAC Annual Conference, Bucharest.*
- 2023 Stoltenberg, B, Unfried, M.& Manewitsch, V. (2023): How can multi-level labels effectively contribute to sustainable behavioral change? – Testing an alternative design of the German animal husbandry label. SCORAI-ERSCP-WUR Conference, Wageningen.*

PUBLICATIONS IN NOT PEER-REVIEWED JOURNALS

- 2022 Stoltenberg, B., Unfried, M., & Manewitsch, V. (2022). Better product labels for better consumer choices. *NIM Marketing Intelligence Review*, 14(1), 49-53.
- 2006 Wildner, R., & Scherübl, B. (2006). Model-assisted analysis, simulation and forecasting with consumer panel data. *Yearbook of Marketing & Consumer Research*, 5-29.
- 2005 Wildner, R., & Scherübl, B. (2005). Modellgestützte Analyse, Simulation und Prognose mit Verbraucherpaneldaten—der GfK-BrandSimulator. *Jahrbuch der Absatz-und Verbrauchsforschung*, 4, 332-354.

MEDIA COVERAGE

My work has been covered by newspapers, magazines and news portals, e.g.,
agrarheute, planung&analyse

PROFESSIONAL AFFILIATIONS

European Marketing Academy (EMAC), International Statistical Institute (ISI), Society for
Judgement and Decision Making (SJDM), The International Environmetrics Society (TIES)