



Prof. Frode Alfnes

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#### **Short bio**

2012-Professor, Norwegian University of Life Sciences

2012- Adjunct research professor (20% position), SIFO – The National Institute of Consumer Research.

2003-Dr. Scient in Economics, Agricultural University of Norway

#### **Research interests**

Food marketing, experimental revealed preference methods, consumer preference measurement, and quantitative marketing research methods.

#### **Aims and activities related to the visit**

Collaboration within the Ph.D program in sustainable management of agricultural and forestry resources of the School of Agriculture (University of Florence)

Writing of a paper on the willingness to pay for time-saving in cooking activities

#### **Papers in collaboration**

Boncinelli, F., Gerini, F., Pagnotta, G., & Alfnes, F. (2017). Warning labels on junk food: experimental evidence. *International Journal of Consumer Studies*, 41(1), 46-53.