

## CURRICULUM VITAE – Christian FISCHER



### Current Office Address

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### Personal Details

Date of birth	April 5 1969
Place of birth	Starnberg, Germany
Marital status	Married; 2 children
Nationality	German

### Current Research Focus and Expertise

Food supply and value chain economics and management; agribusiness economics and management; food marketing; food industry development; market analysis and market/ing research; statistical data evaluation (cross-section, time series and pooled data).

### Academic Degrees

- ▶ *Doctorate in Agricultural Economics* (external) at the Institute of Agricultural Policy and Market Research of the University of Giessen. Title: "Identifying Key Factors Affecting Success in International Food Product Markets". Supervisor: Prof. Dr. P.M. Schmitz. 2002.
- ▶ *Specialised Masters in Agribusiness Management* (Mastère Spécialisé Management Agro-Industriel – MSMAI); Lyons' Graduate School of Management (E.M.LYON) and École Nationale Supérieure Agronomique (ENSA) Montpellier, France. 2001.
- ▶ *Graduate Certificate in International Economics*; University of Adelaide, Australia. 1999.
- ▶ *Masters of Science in Food Economics*; University of Giessen, Germany. 1997.

### Academic Positions

Current (from June 2010)	<i>Associate Professor</i> of Agri-food Economics, Management and Marketing
Feb 2008 to May 2010	<i>Associate Professor</i> of Value and Supply Chain Management; Institute of Food, Nutrition and Human Health (IFNHH); Massey University, Auckland, New Zealand
Oct 2002 to Jan 2008	<i>Assistant Professor</i> at the Institute for Food and Resource Economics; Department of Agricultural and Food Market Research; University of Bonn, Germany.
Feb 2002 to Sep 2002	<i>Senior Research Associate</i> at the Institute of Agricultural Development in Central and Eastern Europe (IAMO); Department of Agricultural Markets, Marketing and World Agricultural Trade, Halle (Saale), Germany.

### Private-Sector Positions

Nov 2001 to Jan 2002	<i>Project Manager</i> at PlanetHome AG, a HVB Group company, Munich.
May 2001 to Oct 2001	<i>Senior Researcher</i> at the Consumer and Retail Practice of The Boston Consulting Group, Munich (food & agribusiness focus).
Oct 1997 to Jan 1999	<i>Assistant to the Managing Director</i> of Garibaldi Munich, a medium-sized import company of Italian food & drink products.

**Teaching** (course responsible, or major interventions)

- ▶ *Fruit Market Analysis and Consumer Behaviour*. 30-teaching-hour course for Master students of International Horticultural Science (IMaHS). Free University of Bozen-Bolzano. Winter semester 2014/15.
- ▶ *Sustainable Tourism and Regional Products*. 30-teaching-hour course for Master students of Environmental Management of Mountain Areas (EMMA). Free University of Bozen-Bolzano. Winter semester 2014/15.
- ▶ *Agricultural Markets and Marketing*. 47-teaching-hour course for Bachelor students of agriculture. Free University of Bozen-Bolzano. Summer semesters 2013, 2014.
- ▶ *Introduction to Marketing*. 47-teaching-hour course for Bachelor students of engineering. Free University of Bozen-Bolzano. Winter semester 2012/13.
- ▶ *Einführung in die Agrarökonomie und -politik* (Introduction to Agricultural economics and policy). 95-teaching-hour course for Bachelor students of agriculture. Free University of Bozen-Bolzano. Summer semesters 2012, 2013, 2014.
- ▶ *Fruit Marketing and Consumer Behaviour*. 60-teaching-hour course for Master students of fruit science. Free University of Bozen-Bolzano. Winter semesters 2011/12, 2012/13, 2013/14.
- ▶ *Versorgungskettenmanagement in der Landwirtschaft* (Supply Chain Management in Agriculture). 26-teaching-hour Summer School course for Bachelor students of agriculture. Free University of Bozen-Bolzano. July 2011.
- ▶ *Versorgungskettenmanagement* (Supply Chain Management). 36-teaching-hour course for Master students at the School of Economics and Management. Free University of Bozen-Bolzano. Summer semesters 2011, 2012, winter semesters 2012/13, 2013/14.
- ▶ *Introduction to Business Management and Marketing*. 95-teaching-hour course for Bachelor students of agriculture and engineering. Free University of Bozen-Bolzano. Winter semester 2010/11.
- ▶ *Retail Food Marketing* (visiting professor, postgraduate block course, 2010, Massey University, Palmerston North campus).
- ▶ *Supply Chain Management* (30-teaching-hour postgraduate block course, 2010, Massey University, Auckland campus).
- ▶ *Executive Supply Chain Management* (30-teaching-hour postgraduate block course, 2008, 2009, Massey University, Auckland campus).
- ▶ *Supply Chain Management Decision-Making* (30-teaching-hour postgraduate block course, 2008, 2009, Massey University, Auckland campus).
- ▶ *Supply Chain Management Administration* (20-teaching-hour postgraduate block course, 2008, 2009, Massey University, Auckland campus).
- ▶ *Agribusiness Management* (visiting professor, postgraduate block course, 2009, Massey University, Palmerston North campus).
- ▶ *Agribusiness Supply Chain Management* (visiting professor, undergraduate programme, 2008, 2009, Massey University, Palmerston North campus).
- ▶ *International Agribusiness* (visiting professor, undergraduate programme, 2008, 2009, Massey University, Palmerston North campus).
- ▶ *Advanced Marketing and Market Analysis – module: 'quantitative tools for food-market assessment'* (competitor benchmarking, market and customer segmentation, market potential appraisals and demand analysis) (winter semesters 2005/06, 2006/07, University of Bonn).
- ▶ *International Food Marketing* (interventions in "Lebensmittelmarketing" (Food Marketing)) (summer semesters 2004 and 2006, University of Bonn).
- ▶ *Marketing Research A* (Winter semester 2006, School of Economics and Management, Free University of Bozen/Bolzano, Italy).
- ▶ *Quantitative Methods of Market Research II – inductive and dependence techniques* (summer semesters 2003, 2004, 2005, 2006, 2007, University of Bonn).
- ▶ *Quantitative Methods of Market Research I – descriptive and interdependence techniques* (winter semesters 2003/04, 2004/05, 2005/06, 2006/07, University of Bonn).

### Advisory and Training Activities

- March 2013 (2 days) *Invited course instructor.* Landwirtschaftliche Märkte und deren Auswirkungen auf meinen Betrieb. SBB-Weiterbildungsseminar. SBB-Zentrale, Bolzano.
- 2012 and 2013 *Invited referee* by the Italian Ministry of Education, Rome for the evaluation of several PRIN proposals and VQR products.
- March 2011 (1 day) *Invited academic expert* for the evaluation of research proposals within the public good agriculture research programme (Stimulus) of the Irish Ministry of Agriculture, Marine and Food, Dublin.
- September 2008 (7 days) *Invited expert* for delivery of a 5-day workshop on "Market and Marketing Research in Agribusiness". Agricultural University of Ashgabat. Invited by OSCE (Organisation for Security and Co-operation in Europe). Turkmenistan.
- April 2008 (2 days) *Adviser* to the agriculture study of the final report on 'Trade Sustainability Impact Assessment of the Negotiations of a Partnership and Cooperation Agreement between the EU and China' Commissioned by EU Commission, DG Trade Sub-contracted by Development Solutions Ltd.
- May/Jun 2006 (12 days) *Team leader of the agricultural-product case study team*, sub-contracted by Development Solutions Ltd (together with S. Schornberg, J. Schiefer). EU Commission, DG Trade. Study on the future opportunities and challenges of EU-China Trade and investment relations. Tender No 2005/S 248-244397.
- Mar/Jul 2005 (40 days) *Member of German case study team*, sub-contracted by Agra CEAS Consulting (together with M. Hartmann, J. Simons, S. Schornberg). EU Commission, DG Agri. Evaluation of the Common Market Organisations (CMOs) for pigmeat, poultrymeat and eggs. Tender No AGRI – 2003 – Evaluation – G4 – 7.
- Jan/Feb 2004 (7 days) *European Consultant* for the Uganda National Banana Research Programme (UNBRP), operated by the National Agricultural Research Organisation (NARO), Kampala, Uganda.
- Jul/Aug 2002 (17 days) *International Consultant* for the Swiss Project for Horticultural Promotion – Kosovo, Intercooperation, Pristina, Kosovo.

### Participation in European Commission-funded Research Projects

- ▶ **Title:** Schaffung eines innovativen Beschäftigungsnetzwerkes für ländliche Arbeitsmarktrandgruppen und Stärkung der gemeinschaftlichen bäuerlichen Direktvermarktungsfähigkeit am Beispiel der Eggentaler Regio-Kiste  
**Programme:** European Social Fund (ESF), Ziel 2 "Regionale Wettbewerbsfähigkeit und Beschäftigung", Achse II – Beschäftigungsfähigkeit, Zugang zum Erwerbsleben, aktives Altern, e. Umsetzung aktiver und präventiver Arbeitspolitiken, unter besonderer Berücksichtigung der Eingliederung von MigrantInnen ins Erwerbsleben, des aktiven Alterns und der Unternehmensgründungen  
**Partners:** Gemeinden Deutschnofen, Welschnofen, Karneid, Ortsgruppen der Südtiroler Bauernjugend Organisation und der Südtiroler Bäuerinnen Organisation  
**Project code:** Fasz.Nr. 2/11/2012  
**Duration:** January to December 2013  
**Project budget:** €85,000  
**Function:** Project coordinator.
  
- ▶ **Title:** Key factors influencing economic relationships and communication in European agri-food chains.  
**Partners:** University of Bonn, Germany; SAC Aberdeen, Scotland; Teagasc Dublin, Ireland; University of Helsinki, Finland; Cita Zaragoza, Spain; IAFE Warsaw, Poland; IAMO Halle, Germany  
**Programme:** EU FP6 STREP, Task 18: Improving the economic relationships along the food chains.  
**Duration:** March 2005-April 2008  
**Contract code:** SSPE-CT-2005-006458 FOODCOMM  
**Project budget:** €1.9m (EU financial contribution: €945,000)  
**Function:** Co-ordinating consortium member and Lead Scientist.

### Acquired Grants and Awards

- ▶ *Highly Commended Paper Award 2009*, Emerald Literati Network of Excellence. For co-authored article published in the *International Journal of Wine Business Research*.
- ▶ Nomination for the Best Paper Award, IAMA 18th Annual World Forum and Symposium, Monterey, California, USA, June 14-17 2008.
- ▶ Nomination for the Best Paper Award at the IAMA 17th Annual World Forum and Symposium (together with Fritz, M.), Parma, June 23-26 2007.
- ▶ *Best Paper Award* of the AIEA2 International Conference. University of Laval, Quebec, Canada, August 23-24 2004.
- ▶ Various travel grants from the H. Wilhelm Schaumann Stiftung and the Deutsche Forschungsgemeinschaft (DFG) for participation in international conferences.

### Public Speeches by Invitation (keynote, plenary presentation, etc)

- ▶ The role of trust in agri-food logistics and supply chain management. Keynote at *The International Forum on Agri-food Logistics*. Polznań, Poland. 9–13 September 2014.
- ▶ Lokale Wirtschaftskreisläufe am Beispiel des Eggentaler Kistls. Invited speaker at the *Vinschger Berglandwirtschaftstagung*. Burgeis, South Tyrol. 5 May 2014.
- ▶ Das Eggentaler Kistl – eine gemeindeübergreifende landwirtschaftliche Entwicklungsinitiative. Invited speaker at the *Raiffeisenkasse Welschnofen Jahresversammlung*. Welschnofen/Nova Levante. 29 April 2014.
- ▶ Agrartirolo 2050: Entwicklungsperspektiven für die Südtiroler Landwirtschaft. Invited speaker at the *Koordinierungsausschuss Landwirtschaft, Raiffeisenverband Bozen*. Bolzano. 4 February 2014.
- ▶ Reputationsmanagement als neue Herausforderung der Südtiroler Apfelanbaubranche. Plenary speaker at the *61. Südtiroler Obstbautagung*. Merano. 14 January 2014.
- ▶ Das Eggentaler Kistl: Ein Konzept zur lokalen Landwirtschaftsentwicklung. Plenary speaker at the *Eggentaler Wirtschaftsschau*. Birchabruck. 21 September 2013.
- ▶ Reputationsmanagement als neue Herausforderung der Apfelanbaubranche in Südtirol. Invited speaker at the *Tagung Regionale Produkte und Tourismus: Perspektiven für Obst- und Weinbau*. Europäische Akademie Bozen (EURAC), Bolzano. 23 May 2013.
- ▶ Optimisation of collaboration, partnerships and business relationships. Invited speaker at the *Alpine Spring Festival, Expert Meeting on mountain farming, quality products and Expo 2015*. Europäische Akademie Bozen (EURAC). Bolzano. 5 March 2013.
- ▶ Abschlusspräsentation: Typische Lebensmittel für das Eggental. Ortsbauerngruppe Deutschnofen, *Jahresversammlung unter Anwesenheit von Landeshauptmann Luis Durnwalder*. Deutschnofen/Nova Ponente. 21 February 2013.
- ▶ Innovation vom Markt zum Markt: Markt- und Marketingforschung für KMUs in der Lebensmittelbranche. Invited speaker at the *TIS Innovation Park Wake-up Workshop*, Bozen, 21 October 2011.
- ▶ Factors influencing contractual choice and sustainable relationships in European agri-food chains. Plenary presentation at the *International EAAE-SYAL Seminar: Spatial Dynamics in Agri-food Systems: Implications for Sustainability and Consumer Welfare*. Parma, Italy. 27–29 October 2010.
- ▶ The future food value chain. Invited speaker at the *Future Food Farming Forum – New Zealand Inc. meeting tomorrow's markets*. Massey University. Palmerston North. 23 November 2009.
- ▶ Economic relationships and communication in European agri-food chains: main findings from the FOODCOMM project. Invited speaker at the *FOODCOMM International Workshop*. Brussels, Belgium. 27 May 2008.
- ▶ Food quality and product export performance – an empirical investigation of the EU situation. Plenary presentation given at the *105th European Seminar of the EAAE 'International Marketing and International Trade of Quality Food Products'*. Bologna, Italy. 8–10 March 2007.
- ▶ Invited podium speaker at podium discussion "Qualität: die richtige Richtung, oder die letzte Chance?", of the "Bauernjugend Bezirk Unterland". Bozen/Bolzano, Italy. 31 May 2006.

- ▶ Managing international trade of food products: a survey of German and Australian companies. Seminar presented at the Gatton campus of *The University of Queensland*. Brisbane, Australia. 1 February 2006.
- ▶ Die Wettbewerbsfähigkeit der EU Ernährungsindustrie ('The competitiveness of the EU food processing sector'). Presentation by invitation given within the *Main Seminar of Agricultural Economics*. University of Hohenheim, Stuttgart. 28 April 2005.

## Publications

### Articles in scientific journals (peer-reviewed) – published or forthcoming

- ▶ Bossi Fedrigotti, V., Fischer, C. (2014): The supply chain of sweet chestnuts in Alto Adige. *Economia Agro-alimentare*. Vol 16, No 1, 117–137.
- ▶ Akhtar, P., Fischer, C. (2014): Supervision environments and performance of UK dairy warehouses: a path analysis. *British Food Journal*. Vol 116, No 6, 1000–1013.
- ▶ Fischer, C. (2013): Trust and communication in European agri-food supply chains. *Supply Chain Management: An International Journal*. Vol 16, No 2, 208–218.
- ▶ Gil-Alana, L. & Fischer, C. (2010): International trade and travelling – further evidence based on fractional VAR specifications. *Applied Economics*. Vol 22, No 19, 2417–2434.
- ▶ Fischer, C. (2010): Food quality and product export performance – an empirical investigation of the EU situation. *Journal of International Food & Agribusiness Marketing*. Vol 22, No 2/3, 210–233.
- ▶ Fischer, C., Hartmann, M., Reynolds, N., Leat, P., Revoredo-Giha, C., Henschion, M. Albisu, L.M. & Gracia, A. (2009): Factors influencing contractual choice and sustainable relationships in European agri-food supply chains. *European Review of Agricultural Economics*. Vol 36, No 4, 541–569.
- ▶ Reynolds, N., Fischer, C. & Hartmann, M. (2009): Determinants of sustainable business relationships in selected German agri-food chains. *British Food Journal*. Vol 111, No 8, 776–793.
- ▶ Fischer, C. & Gil-Alana, L. (2009): The nature of the relationship between international tourism and international trade – the case of German imports of Spanish wine. *Applied Economics*. Vol 41, No 11, 1345–1359.
- ▶ Schiefer, J. & Fischer, C. (2008): The gap between wine expert ratings and consumer preferences: measures, determinants, and marketing implications. *International Journal of Wine Business Research*. Vol 20, No 4, 335–351.
- ▶ Fischer, C., Hartmann, M., Bavorova, M., Hockmann, H., Suvanto, H., Viitaharju, L., Leat, P., Revoredo-Giha, C., Henschion, M., McGee, C., Dybowski, G. & Kobuszynska, M. (2008): Business relationships and B2B communication in selected European agri-food chains – first empirical evidence. *International Food and Agribusiness Management Review*. Vol 11, No 2, 73–99.
- ▶ Fischer, C. & Schornberg, S. (2007): The competitiveness situation of the EU meat processing and beverage manufacturing sectors. *Food Economics*. Vol 4, No 3, 148–158.
- ▶ Fritz, M. & Fischer, C. (2007): The role of trust in European food chains: theory and empirical findings. *International Food and Agribusiness Management Review*. Vol 10, No 2, 141–163.
- ▶ Fischer, C. & Schornberg, S. (2007): Assessing the competitiveness situation of EU food and drink manufacturing industries: an index-based approach. *Agribusiness: An International Journal*. Vol 24, No 4, 473–496.
- ▶ Fischer, C., Gonzalez, M., Henschion, M. & Leat, P. (2007): Trust and economic relationships in selected European agri-food chains. *Food Economics*. Vol 4, No 1, 40–48.
- ▶ Fischer, C. (2006): The complexities of modern food consumption and implications for international food product marketers. *Journal of International Food & Agribusiness Marketing*. Vol 19, No 1, 7–35.
- ▶ Fischer, C. (2004): The influence of immigration and international tourism on the demand for imported food products. *Food Economics*. Vol 1, No 1, 21–33.
- ▶ Fischer, C. (2004): Managing international trade of food products – a survey of German and Australian companies. *Agribusiness: An International Journal*. Vol 20, No 1, 61–80.

### Monographs, edited books and chapters in books (peer-reviewed)

- ▶ Fischer, C. (2014): The Future Food Value Chain. (Extended version). In: Hartmann, M. & Hesse, J. (eds.): *Agriculture and Food in the 21st Century – Economic, Environmental and*

- Social Challenges*. Festschrift on the Occasion of Prof. Dr. Dr. h.c. P. Michael Schmitz 65th Birthday. Peter Lang International Publisher, Frankfurt a.M., Germany. ISBN: 978-3-631-64771-4. Pages 29–48.
- ▶ Fischer, C. (2012): Sustainable Inter-organizational Relationships in Regional and Non-regional Agri-food Supply Chains. In: Arfini, F., Mancini, M. C., & Donati, M. (eds.): *Local Agri-food Systems in a Global World: Market, Social and Environmental Challenges*. Cambridge Scholars Publishing. Cambridge, UK. ISBN: 978-1-4438-3664-7. Pages 29–48.
  - ▶ Fischer, C. & Hartmann, M. (eds) (2010): *Agri-food Chain Relationships*. CAB International. Oxford. 300 pages.
  - ▶ Fischer, C. & Hartmann, M. (2010): Introduction and Overview: Analysing Inter-organizational Relationships in Agri-food Chains. In: Fischer, C. & Hartmann, M. (eds): *Agri-food Chain Relationships*. CAB International. Oxford. Pages 11–21.
  - ▶ Hartmann, M., Froberg, K. & Fischer, C. (2010): Building Sustainable Relationships in Agri-food Chains: Challenges from Farm to Retail. In: Fischer, C. & Hartmann, M. (eds): *Agri-food Chain Relationships*. CAB International. Oxford. Pages 25–44.
  - ▶ Fischer, C. & Reynolds, N. (2010): Collaborative Advantage, Relational Risks and Sustainable Relationships: a Literature Review and Definition. In: Fischer, C. & Hartmann, M. (eds), *Agri-food Chain Relationships*. CAB International. Oxford. Pages 74–89.
  - ▶ Leat, P., Henchion, M., Albisu, L.M. & Fischer, C. (2010): Trust and Relationships in Selected European Agri-food Chains. In: Fischer, C. & Hartmann, M. (eds), *Agri-food Chain Relationships*. CAB International. Oxford. Pages 91–104.
  - ▶ Fischer, C., Hartmann, M., Reynolds, N., Leat, P., Revoredo-Giha, C., Henchion, M., Gracia, A. & Albisu, L.M. (2010): Determinants of Sustainable Agri-food Chain Relationships in Europe. In: Fischer, C. & Hartmann, M. (eds), *Agri-food Chain Relationships*. CAB International. Oxford. Pages 119–134.
  - ▶ Lu, H., Batt, P. & Fischer, C. (2010): Best Practice in Relationship Management: Recommendations for Farmers, Processors and Retailers. In: Fischer, C. & Hartmann, M. (eds), *Agri-food Chain Relationships*. CAB International. Oxford. Pages 237–249.
  - ▶ Chaddad, F., Fischer, C. & Hartmann, M. (2010): Lessons Learned: Recommendations for Future Research on Agri-food Relationships. In: Fischer, C. & Hartmann, M. (eds), *Agri-food Chain Relationships*. CAB International. Oxford. Pages 267–280.
  - ▶ Fischer, C. (2009): The future food value chain. In: Emerson, A. & Rowarth, J. (eds), *Future Food Farming: New Zealand Inc. meeting tomorrow's markets*. NZX Ltd. Wellington. Pages 96–98.
  - ▶ Fischer, C. (2007): The influence of immigration and international tourism on the import demand for consumer goods – a theoretical model. In: Matias, Á., Neto, P. & Nijkamp, P. (eds), *Advances in Modern Tourism Research – Economic Perspectives*. Physica-Verlag. Heidelberg, Germany. Pages 37–49.
  - ▶ Fischer, C. (2003): *Identifying Key Factors Affecting Success in International Food Product Markets*. Agrarökonomische Monographien und Sammelwerke. Diss. Wissenschaftsverlag Vauk Kiel KG. Kiel, Germany.

#### Articles in professional journals (peer-reviewed)

- ▶ Fischer, C. (2014): Reputations- und Imagemanagement als neue Herausforderung der Apfelanbau-Branche in Südtirol, *Obstbau & Weinbau*. No 1/2014, 5–9.
- ▶ Fischer, C., Hartmann, M., Reynolds, N., Leat, P., Revoredo-Giha, C., Henchion, M. Albisu, L.M. & Gracia, A. (2009): Sustainability of Business Relationships in EU Agri-food Chains and Opportunities for Improvement. *Eurochoices*. Vol 8, No 3, 20–21.
- ▶ Fischer, C. (2009): Which Labels for Which Markets – the Importance of the Supply Chain. *Farm Policy Journal*. Vol 6, No 4, 49–57.

#### Articles in published conference proceedings (peer-reviewed)

- ▶ Akhtar, P., Fischer, C. & Marr, N. (2011): Improving the effectiveness of food chain coordinators: a conceptual model. In: Batt, P. (ed), Proceedings of the III International Symposium on Improving the Performance of Supply Chains in the Transitional Economies. Kuala Lumpur, Indonesia, 2010. *Acta Horticulturae 895*. Pages 15–22.
- ▶ Fischer, C. (2010): Opportunities for innovation in specialised fruit & vegetable retailing – results from an Auckland greengrocers survey. In: Hewlett, E. & Johnson, J. (eds), Proceedings of the Australasian Postharvest and Managing Quality in Chains Conference, Napier, New Zealand, 2009. *ISHS Acta Horticulturae 880*. Pages 91–97.

- ▶ Fischer, C. & McEvilly, G. (2010): Summary of the supply chain workshop. In: Hewlett, E. & Johnson, J. (eds), *Proceedings of the Australasian Postharvest and Managing Quality in Chains Conference*, Napier, New Zealand, 2009. *ISHS Acta Horticulturae 880*. Pages 145-151.
- ▶ Fischer, C. & Schornberg, S. (2008): "Determinants of sector competitiveness and implications for the EU food and drink manufacturing industries". In: Fanfani, R., Ball, E., Gutierrez, L. & Ricci Maccarini, E. (eds), *Competitiveness in Agriculture and Food Industry: US and EU Perspectives*. Bononia University Press. Bologna, Italy. Pages 403-420.
- ▶ Fischer, C. (2007): "Food quality and product export performance – An empirical investigation of the EU situation". In: Canavari, M., Regazzi, D. & Spadoni, R. (eds), *Marketing and International Trade of Quality Food Products*. Proceedings CD-ROM of the 105th Seminar of the European Association of Agricultural Economists. Avenue Media. Bologna, Italy. Pages 1–26.
- ▶ Gil-Alana, L. & Fischer, C. (2007): "International traveling and trade: further evidence for the case of Spanish wine based on fractional VAR specifications". In: Canavari, M., Regazzi, D. & Spadoni, R. (eds), *Marketing and International Trade of Quality Food Products*. Proceedings CD-ROM of the 105th Seminar of the European Association of Agricultural Economists. Avenue Media. Bologna, Italy. Pages 395-418.
- ▶ Fischer, C., Gonzalez, M., Henchion, M. & Leat, P. (2007): "Factors Influencing Trust-Supporting Mechanisms in European Agri-Food Chains". In: Fritz, M., Rickert, U. & Schiefer, G. (eds): *Trust and Risk in Business Networks*. Universität Bonn-ILB Press. Bonn, Germany. Pages 75-86.
- ▶ Fischer, C. & Hartmann, M. (2006): "The measurement of competitiveness – With an application to the global food processing sector". In: Gervais, J.-P., Larue, B., Rastoin, J.-L. & Fanfani, R. (eds), *Sustainable Development and Globalization of Agri-Food Markets*. Casa Editrice CLUEB. Bologna, Italy. Pages 471-491.
- ▶ Fischer, C. (2006): "The influence of immigration and international tourism on the demand for imported food products". In: Gervais, J.-P., Larue, B., Rastoin, J.-L. & Fanfani, R. (eds), *Sustainable Development and Globalization of Agri-Food Markets*. Casa Editrice CLUEB. Bologna, Italy. Pages 298-317.

#### Published reports and discussion/working papers (partly peer-reviewed)

- ▶ Fischer, C., Schornberg, S. & Schiefer, J. (2006): *Study on the Future Opportunities and Challenges of EU-China Trade and Investment Relations – Part 6: Agriculture*. (Report prepared for Development Solutions, Emerging Markets Group, commissioned and financed by the EU Commission, DG Trade. 64 pages.
- ▶ Fischer, C. & Gil-Alana, L. (2006): *The nature of the relationship between international tourism and international trade – the case of German imports of Spanish wine*. Discussion Paper #2006:1. Institute for Food and Resource Economics, University of Bonn. [www.ilr1.uni-bonn.de/agpo/publ/disppap/download/disppap06\\_01.pdf](http://www.ilr1.uni-bonn.de/agpo/publ/disppap/download/disppap06_01.pdf)
- ▶ Fischer, C. (2004): *Assessing Kosovo's horticultural potential – the market for fruit and vegetables in the Balkans*. IAMO Discussion Paper #67. Halle, Germany. [http://agecon.lib.umn.edu/cgi-bin/pdf\\_view.pl?paperid=14797&ftype=.pdf](http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=14797&ftype=.pdf)
- ▶ Fischer, C. (2004): *The European Beer Market and Strategic Implications for the Main Players*. Report #18. Institut für Agribusiness. Giessen, Germany. 45 pages.
- ▶ Fischer, C. (1997): *Ansätze zur Verbesserung der Wettbewerbsfähigkeit im Importhandel von Lebensmitteln* (Possibilities to improve the competitiveness of food import companies). Report #4. Institut für Agribusiness. Giessen, Germany. 135 pages.

#### Commissioned but unpublished reports

- ▶ Hartmann, M., Fischer, C., Reynolds, N., Hockmann, H., Bavorová, M., Suvanto, H., Leat, P., Revoredo-Giha, C., Henchion, M., McIntyre, B., Dybowski, G., Kobuszynska, M., Albisu, L.M. & Gracia, A. (2008): *FOODCOMM Report No. 6 – Evaluation of results and derivation of policy and business implications/recommendations*. Contributions to chapters 8 and 9. Prepared for EU Commission, DG Research. 187 pages.
- ▶ Hartmann, M., Fischer, C., Reynolds, N., Hockmann, H., Bavorová, M., Suvanto, H., Leat, P., Revoredo-Giha, C., Henchion, M., McIntyre, B., Dybowski, G., Kobuszynska, M., Albisu, L.M. & Gracia, A. (2007): *FOODCOMM Report No. 4 – Analysis of survey data and identification of issues for country specific research*. Editor. Prepared for EU Commission, DG Research. 557 pages.

- ▶ Hartmann, M., Fischer, C., Reynolds, N., Hockmann, H., Bavorová, M., Suvanto, H., Leat, P., Revoredo-Giha, C., Henschion, M., McGee, G., Dybowski, G., Kobuszynska, M., Albisu, L.M. & Gracia, A. (2007): *FOODCOMM Report No. 3 – Questionnaire development and cross-country, multi-commodity survey(s) of farmers, processors and retailers*. Contributions to chapter: "Germany". Prepared for EU Commission, DG Research. 145 pages.
- ▶ Hartmann, M., Fischer, C., Reynolds, N., Hockmann, H., Bavorová, M., Suvanto, H., Leat, P., Watts, D., Henschion, M., McGee, G., Dybowski, G., Kobuszynska, M., Albisu, L.M., Gracia, A. & Gonzalez, M. (2006): *FOODCOMM Report No. 2 – Review of Food Chain Systems*. Contributions to chapter: "Germany". Prepared for EU Commission, DG Research. 387 pages.
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- ▶ Fischer, C. (2004): *Demand for bananas in the European Union, with special focus on Germany*. Report/market study for the Uganda National Banana Research Programme (UNBRP). 21 pages.
- ▶ Fischer, C. (2002): *The market for fruit & vegetables in Kosovo and Balkan regional market study*. Report/market study for the Swiss Project for Horticultural Promotion – Kosovo (SPHP-K). 86 pages.
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- ▶ Fischer, C. (1998): *Betriebsanalyse Garibaldi Neuhausen 1998*. Company-internal outlet-profitability analysis and conclusion. 65 pages.

#### Conference contributions (oral presentations)

- ▶ Fischer, C. (2010): Factors influencing contractual choice and sustainable relationships in European agri-food chains. *International EAAE-SYAL Seminar: Spatial Dynamics in Agri-food Systems: Implications for Sustainability and Consumer Welfare*. Parma, Italy. October 27–29.
- ▶ Akhtar, P., Fischer, C. & Marr, N. (2010): Improving the effectiveness of food chain coordinators: a conceptual model. *III International Symposium on Improving the Performance of Supply Chains in the Transitional Economies*. Kuala Lumpur, Indonesia. July 4–8.
- ▶ Fischer, C. (2009): Opportunities for innovation in specialised fruit & vegetable retailing – results from an Auckland greengrocers survey. *Australasian Postharvest and Managing Quality in Chains Conference*. Napier, New Zealand. November 15–19.
- ▶ Fischer, C. (2009): Building trust in agri-food chains: the mediating role of effective communication. *International Association of Agricultural Economists Conference (IAAE2009)*. Beijing, China. August 16–22.
- ▶ Fischer, C. (2009): Managing Sustainable Agri-food Chain Relationships – Factors Affecting Relationship Quality and Stability Dimensions. *IAMA 19th Annual World Forum and Symposium*. Budapest, Hungary. June 20–23.  
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- ▶ Fischer, C. (2009): Opportunities for Innovation in Fruit & Vegetable Retailing: A Value Chain Approach. *IAMA 19th Annual World Forum and Symposium*. Budapest, Hungary. June 20–23.  
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- ▶ Fischer, C., Hartmann, M., Reynolds, R., Leat, P., Revoredo-Giha, C., Henschion, M. & Gracia, A. (2008): Agri-food chain relationships in Europe – empirical evidence and implications for sector competitiveness. *XIIth Congress of the European Association of Agricultural Economists (EAAE)*. Ghent, Belgium. August 26–29.
- ▶ Fischer, C. (2008): Drivers of consolidation of major brewery groups – did their internationalisation strategies pay off? *IAMA 18th Annual World Forum and Symposium*. Monterey, California. June 14–17.  
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- ▶ Fischer, C. & Schornberg, S. (2007): Determinants of sector competitiveness and implications for the EU food and drink manufacturing industries. *IAMA 17th Annual World Forum and Symposium*. Parma, June 23–26. [www.ifama.org/conferences/2007Conference/SymposiumPapers\\_files/1071\\_Paper.pdf](http://www.ifama.org/conferences/2007Conference/SymposiumPapers_files/1071_Paper.pdf)
- ▶ Fritz, M. & Fischer, C. (2007): The role of trust in European food chains: theory and empirical findings. *IAMA 17th Annual World Forum and Symposium*. Parma, June 23–26. [www.ifama.org/conferences/2007Conference/SymposiumPapers\\_files/1045\\_Paper.pdf](http://www.ifama.org/conferences/2007Conference/SymposiumPapers_files/1045_Paper.pdf)
- ▶ Fischer, C. (2007): Food quality and product export performance – an empirical investigation of the EU situation. *105th European Seminar of the EAAE 'International Marketing and International Trade of Quality Food Products'*. Bologna, Italy. March 8–10. [www.bean-quorum.net/EAAE/pdf/EAAE105\\_Paper030.pdf](http://www.bean-quorum.net/EAAE/pdf/EAAE105_Paper030.pdf)
- ▶ Gil-Alana, L. & Fischer, C. (2007): International travelling and trade: further evidence for the case of Spanish wine based on fractional VAR specifications. *105th European Seminar of the EAAE 'International Marketing and International Trade of Quality Food Products'*. Bologna, Italy. March 8–10. [http://www.bean-quorum.net/EAAE/pdf/EAAE105\\_Paper072.pdf](http://www.bean-quorum.net/EAAE/pdf/EAAE105_Paper072.pdf)
- ▶ Fischer, C. & Gil-Alana, L. (2006): The Nature of the Relationship Between International Tourism and International Trade: the Case of German Imports of Spanish Wine. *26th International Conference of Agricultural Economists (IAAE)*. Brisbane, Australia, August 12–18. [http://agecon.lib.umn.edu/cgi-bin/pdf\\_view.pl?paperid=22641&ftype=.pdf](http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=22641&ftype=.pdf)
- ▶ Fischer, C. & Schornberg, S. (2006): An index-based approach for assessing agribusiness competitiveness at the sector level: the case of the EU food and drink manufacturing industries. *98th European Seminar of the EAAE 'Marketing Dynamics within the Global Trading System: New Perspectives'*. Chania, Greece, June 29 to July 2. <http://ageconsearch.umn.edu/bitstream/123456789/26529/1/sp06fi01.pdf>
- ▶ Fischer, C. & Gil-Alana, L. (2006): The Nature of the Relationship Between International Tourism and International Trade: the Case of German Imports of Spanish Wine. *98th European Seminar of the EAAE 'Marketing Dynamics within the Global Trading System: New Perspectives'*. Chania, Greece, June 29 to July 2. [http://agecon.lib.umn.edu/cgi-bin/pdf\\_view.pl?paperid=26617&ftype=.pdf](http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=26617&ftype=.pdf)
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- ▶ Fischer, C., Gonzalez, M., Henschion M. & Leat, P. (2006): Trust and economic relationships in selected European agri-food chains. *99th European Seminar of the EAAE 'Trust and Risk in Business Networks'*. Bonn, February 8–10.
- ▶ Fischer, C. (2005): A theoretical model explaining modern food consumption and implications for international food product marketers. *97th EAAE Seminar, 'The Economics and Policy of Diet and Health'*. Reading, UK, April 21–22. [www.eaae.rdg.ac.uk/Papers/4B-Fischer.pdf](http://www.eaae.rdg.ac.uk/Papers/4B-Fischer.pdf)
- ▶ Fischer, C. (2005): A theoretical model explaining the influence of immigration and international tourism on the import demand for consumer goods. *1st International Conference on Theoretical Advances in Tourism Economics*. Évora, Portugal. March 18–19.
- ▶ Fischer, C. & Hartmann, M. (2004): The measurement of competitiveness – With an application to the global food processing sector. *AIEA2 International Conference*. Québec, Canada. August 23–24. [www.jpgervais.eac.ulaval.ca/actesAIEA2.pdf](http://www.jpgervais.eac.ulaval.ca/actesAIEA2.pdf)
- ▶ Fischer, C. (2004): The influence of immigration and international tourism on the demand for imported food products. *AIEA2 International Conference*. Québec, Canada. August 23–24. [www.jpgervais.eac.ulaval.ca/actesAIEA2.pdf](http://www.jpgervais.eac.ulaval.ca/actesAIEA2.pdf)
- ▶ Fischer, C. (2003): Gérer le commerce international de produits alimentaires – un sondage auprès d'entreprises allemandes et australiennes. *European Doctoral Meeting ('Journées européennes des thèses')*, organised by the 'Société Française d'Economie Rurale' (SFER) and

the 'Association Internationale d'Economie Alimentaire et Agro-industrielle' (AIEA2). Montpellier, France. June 19–20.

#### Conference posters

- ▶ Fischer, C. (2003): Bewertung des gartenbaulichen Potentials des Kosovo – Der Markt für Obst & Gemüse auf dem Balkan ('Assessment of Kosovo's horticultural potential – the market for fruit & vegetables on the Balkans'). *43th Conference of the German Association of Agricultural Economists* (Gewisola). Stuttgart, Germany. September 30 to October 1.
- ▶ Fischer, C. & Hartmann, H. (2003): Measuring international competitiveness across countries – an application to the global food industry. *25th International Conference of Agricultural Economists (IAAE)*. Durban, South Africa. August 16–22.
- ▶ Fischer, C. (2002): Managing international trade of food products – a company survey from Germany and Australia. *Xth Congress of the European Association of Agricultural Economists (EAAE)*. Zaragoza, Spain. August 28–31.

#### Others

- ▶ Economic motive for beer purity law. Published Letter to the Editor. *Financial Times*. Page 6. April 14–15 2007.
- ▶ Best or worst. Published Letter to the Editor. *The Economist*. Page 16. March 2 2006.
- ▶ Contribution to the FAO, GFAR and PhAction brochure, "Linking Farmers to Markets", Strategic Plan for a Global Post-Harvest Initiative for the 21st Century. Printed and circulated by FAO.
- ▶ Some gems in a modest food culture. Published Letter to the Editor. *Financial Times*. Page 6. April 16–17 2005.

#### **Reviewer Activities**

- ▶ Journals: *European Journal of Law and Economics*, *Supply Chain Management: An International Journal*, *European Review of Agricultural Economics*, *International Journal of Physical Distribution & Logistics Management*, *African Journal of Agricultural Research*, *Applied Economics*, *Food Economics*, *International Food and Agribusiness Management Review*, *International Journal of Wine Business Research*, *Journal of Environmental Management*, *Food Security*, *Quarterly Journal of International Agriculture*.
- ▶ Conferences: 20th Annual IAMA World Forum and Symposium (Boston), 27th International Conference of Agricultural Economists 2009 (Beijing), 19th Annual IAMA World Forum and Symposium (Budapest), 18th Annual IAMA World Forum and Symposium (Monterey, USA), 105th European Seminar of the EAAE 'International Marketing and International Trade of Quality Food Products' 2007 (Bologna), 11th European Association of Agricultural Economists Conference 2005 (Copenhagen), 45th Annual Meeting of German Agricultural Economists, AIEA2 International Conference 2004 (Quebec), 25th International Conference of Agricultural Economists 2003 (Durban).
- ▶ Numerous doctoral, MSc and BSc theses.

#### **Memberships in Editorial Boards of Scientific Journals**

- ▶ *Economia Agro-Alimentare*
- ▶ *Food and Applied Bioscience Journal*

#### **Memberships in Professional Associations**

- ▶ European Association of Agricultural Economists (EAAE)
- ▶ International Association of Agricultural Economists (IAAE)
- ▶ International Society for Horticultural Science (ISHS)

#### **Languages and Computer Skills**

##### Languages

- ▶ German: native
- ▶ English: fluent in speaking and writing (C2, certified)
- ▶ French: fluent in speaking and writing (C1)
- ▶ Italian: upper intermediate knowledge (B2, certified)

Software packages

- ▶ Microsoft Office (including Access)
- ▶ Adobe Acrobat, Dreamweaver
- ▶ IBM SPSS & AMOS
- ▶ STATA, EViews, Sawtooth Conjoint

For more information, please visit: [www.christian-fischer.de](http://www.christian-fischer.de)

A handwritten signature in blue ink that reads "Chr. Fischer". Above the signature is a simple line drawing of a fish, facing right, with a small circle for an eye.

Bolzano, August 2014