SIRE Workshop
"Consumer preferences, perceptions and decision-making"

Date: 30th October 2015 (9 am - 5 pm)
Venue: Stirling Court Hotel, University of Stirling, FK9 4LA, Stirling, UK

We are pleased to invite you to a one-day international workshop on "Consumer preferences, perceptions and decision-making" to be held at the University of Stirling on **30th October 2015**. The workshop is organised by **Dr Seda Erdem** (Economics Division and Behavioural Science Centre) and sponsored by the Scottish Institute for Research in Economics (SIRE).

The aim of this event is to bring together various experts from academia and people from policy to discuss consumers' food choices, food safety behaviours, risk perceptions and decision-making.

The workshop will provide a forum of discussion among the participants. We will share experiences from different country settings, lessons learned, and draw attention to concerns from policy-makers' perspective. The workshop will also facilitate greater collaboration that will potentially lead to published work and develop consumer research networks both nationally and internationally.

Below are the speakers with their tentative presentation titles:

- **Prof Michael Siegrist (ETH Zurich, Switzerland)**: "Symbolic information causes biased decisions."
- **Prof Jutta Roosen (Technische Universität München, Germany)**: "Analysing the Effect of Complexity on Consumer-Decision Strategies."
- **Prof Liisa Lähteenmäki (Aarhus University, Denmark)**: "Health, taste and novelty in food choices."
- **Dr Seda Erdem (University of Stirling)**: "Case studies on consumer preferences and perceptions."
- **Prof Leigh Sparks (University of Stirling)**: "The place of retailing in food choice."
- **Dr Susan Pryde and Dr Jacqui McElhiney (Food Standards Scotland)**: "Targets for improving dietary health and food safety behaviours in the Scottish population."
- **Prof Julie Caswell (University of Massachusetts, USA)**: "How should public policy for novel foods take consumer preferences into consideration?"

The day will include time for individual and collective discussion around these areas and opportunities for audience participation. The workshop programme will be made available **HERE** in the near future.

There is no registration fee. However, if you wish to attend you need to register **HERE**.

There are limited travel grants for Ph.D. students on the basis of first booked first offered. If you wish to be considered for funding, then please indicate this when registering. We will let you know the outcome as soon as we can.

Click **HERE** for directions to the venue.