

CV

Hans Jørn Juhl

Department of Economics

Aarhus University

Fuglesangsalle 4, 8210 Aarhus V

Tel +45 87165043

E-mail hjj@econ.au.dk

Current position

Professor and Head of section: Econometrics and Business Statistics

Coordinator of the Master Program in Business Intelligence

Education

PhD, Aarhus School of Business, 1989

MSc, Aarhus School of Business, 1982

Research areas

Applied statistics

Data Mining

Performance Management

Marketing research

Academic Experience

2014- : Profesor at Department of Economics, Business and Social Sciences, Aarhus University

2001-2014: Professor at Department of Business Administration, Business and Social Sciences, Aarhus University

1991-2001: Associate professor at Department of Information Science within the area of applied statistics

1990-1991: Assistant professor at Department of Information Science

1986-1989: Research fellow at Department of Information Science

1982-1986: Lecturer at Department of Information Science

Administrative Experience

2017 - Head of section : Econometrics and Business Statistics

2006-2011: Head of Department of Marketing and Statistics, Business and Social Sciences, Aarhus University

1990-2001: Head of Department of Information Science, Aarhus School of Business

1989-1990: Member of the study committee, the Faculty of Business Administration

1986-1987: Member and chairman of the study committee for undergraduate programmes, the Faculty of Business Administration, Aarhus School of Business

Ph.d supervision

Primary supervisor for Morten H.J. Fenger , graduated 2017

Primary supervisor for Kristina Risom Jespersen, graduated 2005

Primary supervisor for Erling Engelund, graduated 1997

Publication list

Journal articles

[Consumer wants and use of ingredient and nutrition information for alcoholic drinks : A cross-cultural study in six EU countries](#) *Food Quality and Preference.* / [Grunert, Klaus G](#); [Hieke, Sophie](#); [Juhl, Hans Jørn](#).

In: *Food Quality and Preference*, Vol. 63, 2018, p. 107-118.

[An analysis of the effects of a campaign supporting use of a health symbol on food sales and shopping behaviour of consumers.](#) / [Mørk, Trine](#); [Grunert, Klaus G](#); [Fenger, Morten H. J.](#); [Juhl, Hans Jørn](#); [Tsalis, George](#).

In: *BMC Public Health*, Vol. 17, No. 239, 2017.

[Will the consistent organic food consumer step forward? : An empirical analysis.](#) / [Juhl, Hans Jørn](#); [Fenger, Morten H. J.](#); [Thøgersen, John](#).

In: *Journal of Consumer Research*, Vol. 44, No. 3, 2017, p. 519-535.

[Some like it healthy : Can socio-demographic characteristics serve as predictors for a healthy food choice? /](#) [Contini, Caterina](#) ; [Casini, Leonardo](#); [Stancu, Violeta](#); [Romano, Caterina](#); [Juhl, Hans Jørn](#); [Lähteenmäki, Liisa](#); [Scozzafava, Gabriele](#); [Grunert, Klaus G](#).

In: *Food Quality and Preference*, Vol. 46, 46, 07.2015, p. 103-112.

[Consumer response to monochrome Guideline Daily Amount nutrition labels.](#) / [Boztuğ, Yasemin](#) ; [Juhl, Hans Jørn](#); [Ossama Elshiewy, Ossama x](#); [Jensen, Morten Berg](#).

In: *Food Policy*, Vol. 53, 2015, p. 1-8.

[Attention mediates the effect of nutrition label information on consumers' choice : Evidence from a choice experiment involving eye-tracking.](#) / [Bialkova, Svetlana](#) ; [Grunert, Klaus G](#); [Juhl, Hans Jørn](#); [Wasowicz-Kirylo, Grazyna](#); [Stysko-Kunkowska, Malgorzata](#) ; [van Trijp, Hans](#) .

In: *Appetite*, Vol. 76, No. May, 2014, p. 66-75.

[Relative price changes as a tool to stimulate more healthy food choices : A Danish household panel study.](#) / [Juhl, Hans Jørn](#); [Jensen, Morten Berg](#).

In: *Food Policy*, Vol. 46, No. June, 2014, p. 178–182.

[Portfolio optimization and performance evaluation : An application to a customer portfolio.](#) / [Juhl, Hans Jørn](#); [Christensen, Michael](#).

In: *Journal of Marketing Analytics*, Vol. 1, No. 3, 2013, p. 156–173.

[Comparing methods for measuring consumer willingness to pay for a basic and an improved ready made soup product.](#) / [Grunert, Klaus G.](#); [Juhl, Hans Jørn](#); [Esbjerg, Lars](#); [Jensen, Birger Boutrup](#); [Bech-Larsen, Tino](#); [Brunso, Karen](#); [Madsen, Charlotte Øland](#).

In: *Food Quality and Preference*, Vol. 20, 2009, p. 607-619.

[Complaining : A function of attitude, personality, and situation.](#) / [Thøgersen, John](#); [Juhl, Hans Jørn](#); Poulsen, Carsten Stig.

In: Psychology & Marketing, Vol. 26, No. 8, 2009, p. 760-777.

[Quality management in a Danish Business School: A head of department perspective.](#) / [Juhl, Hans Jørn](#); [Christensen, Michael](#).

In: Total Quality Management & Business Excellence (Print Edition), Vol. 19, No. 7-8, 2008, p. 719-732.

[Ledelsesmodeller i danske virksomheder.](#) / Kristensen, Kai; [Eskildsen, Jacob Kjær](#); [Juhl, Hans Jørn](#).

In: Ledelse og Erhvervsoekonomi, Vol. 71, No. 1, 2007, p. 19-31.

[The Supermalt identity : How Brixton-based Afro-Caribbean consumers construct a Danish malt beer brand as one of their own.](#) / [Bech-Larsen, Tino](#); [Esbjerg, Lars](#); [Grunert, Klaus G.](#); [Juhl, Hans Jørn](#); [Brunsø, Karen](#).

In: Journal of Product and Brand Management, Vol. 16, No. 1, 2007, p. 5-15.

[Consumer preferences for retailer brand architectures: Results from a conjoint study.](#) / [Grunert, Klaus G.](#); [Esbjerg, Lars](#); [Bech-Larsen, Tino](#); [Brunsø, Karen](#); [Juhl, Hans Jørn](#).

In: International Journal of Retail and Distribution Management, Vol. 34, No. 8, 2006, p. 597-608.

[Determinants of absenteeism in a large Danish bank.](#) / Kristensen, Kai; [Juhl, Hans Jørn](#); [Eskildsen, Jacob Kjær](#); Nielsen, Jesper; Frederiksen, Niels; Bisgaard, Carsten.

In: International Journal of Human Resource Management, Vol. 17, No. 9, sep, 2006, p. 1645-1658.

[Is the propensity to complain increasing over time?](#) / [Juhl, Hans Jørn](#); [Thøgersen, John](#); Poulsen, Carsten Stig.

In: Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 19, 2006, p. 118-127.

[The fight between store brands and national brands: What's the score?](#) / [Juhl, Hans Jørn](#); [Esbjerg, Lars](#); [Grunert, Klaus G.](#); [Bech-Larsen, Tino](#); [Brunsø, Karen](#).

In: Journal of Retailing and Consumer Services, Vol. 13, No. 5, 2006, p. 331-338.

[Conflict or Congruence? The case of a Danish hospital.](#) / [Juhl, Hans Jørn](#); [Eskildsen, Jacob Kjær](#); Kristensen, Kai.

In: International Journal of Quality & Reliability Management, Vol. 21, No. 7, 2004, p. 747-762.

[Private versus public sector excellence.](#) / [Eskildsen, Jacob Kjær](#); Kristensen, Kai; [Juhl, Hans Jørn](#).

In: The TQM Magazine, Vol. 16, No. 1, 2004, p. 50-56.

[The Drivers of Customer Satisfaction and Loyalty: The Case of Denmark 2000-2002.](#) / [Eskildsen, Jacob Kjær](#); Kristensen, Kai; [Juhl, Hans Jørn](#); [Østergaard, Peder](#).

In: Total Quality Management & Business Excellence (Print Edition), Vol. 15, No. 5&6, 2004, p. 859-868.

[Models that matter.](#) / Kristensen, Kai; [Juhl, Hans Jørn](#); [Eskildsen, Jacob Kjær](#).

In: International Journal of Business Performance Management, Vol. 5, No. 1, 2003, p. 91-106.

[Customer satisfaction and customer loyalty in European food retailing.](#) / [Juhl, Hans Jørn](#); Kristensen, Kai; [Eskildsen, Jacob Kjær](#); [Østergaard, Peder](#).

In: Journal of Retailing and Consumer Services, Vol. 9, 2002, p. 327-334.

[Customer satisfaction in European food retailing.](#) / [Juhl, Hans Jørn](#); Kristensen, Kai; [Østergaard, Peder](#).

In: Journal of Retailing and Consumer Services, Vol. 9, No. 6, 2002, p. 327-334.

[Trends in EFQM Criterion Weights: The case of Denmark 1998-2001.](#) / [Eskildsen, Jacob Kjær](#); Kristensen, Kai; [Juhl, Hans Jørn](#).

In: Measuring Business Excellence, Vol. 6, No. 2, 2002, p. 22-28.

[Benchmarking Excellence.](#) / Kristensen, Kai; [Juhl, Hans Jørn](#); [Eskildsen, Jacob Kjær](#).

In: Measuring Business Excellence, Vol. 5, No. 1, 2001, p. 19-23.

[Customer satisfaction: Some results for European retailing.](#) / Kristensen, Kai; [Juhl, Hans Jørn](#); [Østergaard, Peder](#).

In: Total Quality Management & Business Excellence (Print Edition), Vol. 12, No. 788, 2001, p. 807-897.

[Internetundersøgelser - problemer og muligheder.](#) / [Østergaard, Peder](#); [Juhl, Hans Jørn](#).

In: Ledelse og Erhvervsøkonomi, Vol. 65, No. 4, 2001, p. 224-238.

[Modelling Business Excellence in the Public Sector.](#) / Kristensen, Kai; [Juhl, Hans Jørn](#).

In: Journal of Management Systems, Vol. 13, No. 1, 2001, p. 91-103.

[Perception de la qualité en alimentaire et rôle des labels.](#) / [Grunert, Klaus G.](#); [Juhl, Hans Jørn](#); Poulsen, Carsten Stig.

In: Revue Francaise du Marketing, Vol. 183/184, No. 3-4, 2001, p. 181-196.

[The criterion weights of the EFQM Excellence model.](#) / [Eskildsen, Jacob Kjær](#); Kristensen, Kai; [Juhl, Hans Jørn](#).

In: International Journal of Quality & Reliability Management, Vol. 18, No. 8, 2001, p. 783-795.

[Antecedents and effects of consumer involvement in fish as a product group.](#) / [Juhl, Hans Jørn](#); Poulsen, Carsten Stig.

In: Appetite, Vol. 34, No. 3, 2000, p. 261-267.

[Nogle muligheder i scanner data.](#) / [Juhl, Hans Jørn](#).

In: Ledelse og Erhvervsøkonomi, Vol. 64, No. 3, 2000, p. 163-172.

[Quality Management: A comparison of cultural differences.](#) / [Juhl, Hans Jørn](#); Kristensen, Kai; Kanji, G.K.; Batley, T.W.

In: Total Quality Management & Business Excellence (Print Edition), Vol. 11, No. 1, 2000, p. 57-65.

[Quality of peas modelled by a structural equation system.](#) / Bech, Anne C.; [Juhl, Hans Jørn](#); Martens, Magni; Andersen, L.; Hansen, Merete.

In: Food Quality and Preference, Vol. 11, No. 4, 2000, p. 275-281.

[Five years with quality awards in Denmark.](#) / Kristensen, Kai; [Juhl, Hans Jørn](#).

In: TQM Magazine, Vol. 11, No. 2, 1999, p. 80-83.

[Some consequences of just-in-time: Results from a comparison between the Nordic countries and East Asia.](#) / Kristensen, Kai; Dahlgaard, Jens Jørn; Kanji, G.K.; [Juhl, Hans Jørn](#).

In: Total Quality Management & Business Excellence (Print Edition), Vol. 10, No. 1, 1999, p. 61-72.

[Consumer involvement and evaluation of green peas.](#) / [Juhl, Hans Jørn](#); Bech, Anne C.; Poulsen, Carsten Stig; Hansen, Merete; Kristensen, Kai.

In: Journal of Sensory Studies, Vol. 13, No. 1, 1998, p. 1-11.

[Quality management practices: A comparative study between East and West.](#) / Dahlgaard, Jens Jørn; Kristensen, Kai; [Juhl, Hans Jørn](#); Kanji, Gopal; Sohal, Amrik.

In: International Journal of Quality & Reliability Management, Vol. 15, No. 8/9, 1998, p. 812-826.

[Success and failure of product development in the Danish food sector.](#) / Kristensen, Kai; [Østergaard, Peder](#); [Juhl, Hans Jørn](#).

In: Food Quality and Preference, Vol. 9, No. 5, 1998, p. 333-342.

[Empowerment and organizational structure.](#) / [Juhl, Hans Jørn](#); Kristensen, Kai; Dahlgaard, Jens Jørn; Kanji, Gopal K.

In: Total Quality Management & Business Excellence (Print Edition), Vol. 8, No. 1, 1997, p. 103-111.

[A consumer study of Danish entire male pigs.](#) / Godt, Jannik; Kristensen, Kai; Poulsen, Carsten Stig; [Juhl, Hans Jørn](#); Bech, Anne C.

In: Fleischwirtschaft International, No. 3, 1996, p. 8-12.

[A consumer study of entire male pigs.](#) / Godt, Jannik; Kristensen, Kai; Poulsen, Carsten Stig; [Juhl, Hans Jørn](#); Bech, Anne C.

In: Fleischwirtschaft, Vol. 76, 1996, p. 518-520.

[Quality guidance and quality formation.](#) / Poulsen, Carsten Stig; [Juhl, Hans Jørn](#); Kristensen, Kai; Bech, Anne C.; Englund, Erling.

In: Food Quality and Preference, Vol. 7, No. 2, 1996, p. 127-135.

[Verbraucherstudie zum Thema dänische männliche, nicht kastrierte Schweine.](#) / Godt, Jannik; Kristensen, Kai; Poulsen, Carsten Stig; [Juhl, Hans Jørn](#); Bech, Anne C.
In: Fleischwirtschaft, Vol. 76, No. 4, 1996, p. 383-385.

[A benchmarking study of TQM principles in Eastern and Nordic countries.](#) / Kristensen, Kai; Dahlgaard, Jens J.; Kanji, Gopal K.; [Juhl, Hans Jørn](#).
In: International Statistical Institute. Bulletin. Proceedings of the Biennial Sessions, Vol. -, No. -, 1995, p. -.

[Values, environmental attitudes and buying of organic foods.](#) / Grunert, Suzanne; [Juhl, Hans Jørn](#).
In: Journal of Economic Psychology, Vol. 16, No. 16, 1995, p. 39-62.

[Aspects of Leadership.](#) / Kristensen, Kai; Dahlgaard, Jens Jørn; [Juhl, Hans Jørn](#).
In: European Quality, Vol. 2, 1994, p. 60-66.

[Aspects of Leadership.](#) / Dahlgaard, Jens Jørn; Kristensen, Kai; Kanji, G. K.; [Juhl, Hans Jørn](#).
In: European Quality, Vol. 1, No. 2, 1994.

[Optimalt design af fødevarer.](#) / Bech, Anne C.; Engelund, Erling; [Juhl, Hans Jørn](#); Kristensen, Kai; Poulsen, Carsten Stig.
In: Ledelse og Erhvervsøkonomi, Vol. 57, No. 4, 1993, p. 199-212.

[Multiproduct pricing: a microeconomic simplification.](#) / [Juhl, Hans Jørn](#); Kristensen, Kai.
In: International Journal of Research in Marketing, Vol. 6, 1989, p. 175-182.

[Pricing and the correspondence to market conditions.](#) / Kristensen, Kai; [Juhl, Hans Jørn](#).
In: European Journal of Marketing, Vol. 24, No. 5, 1989, p. 50-55.

[Om prisfastsættelse i praksis.](#) / Kristensen, Kai; [Juhl, Hans Jørn](#).
In: Ledelse og Erhvervsøkonomi, No. 4, 1988, p. 147-151.

[Vurdering af international prisudvikling og markedsudvikling.](#) / Kristensen, Kai; [Juhl, Hans Jørn](#).
In: Erhvervsøkonomisk Tidsskrift, 1985, p. 129-140.

Book chapters

[Brugen af kvalitetsmodeller i den private sektor i Danmark : Kap. 3.4.](#) / Kristensen, Kai; [Juhl, Hans Jørn](#); [Eskildsen, Jacob Kjær](#).
Total Quality Management. ed. / Kai Kristensen; Henrik D. Sørensen. København : Børsen Forum A/S, 2005.

[The Consequences of Different Model Specifications when Estimating National Customer Satisfaction Indices using PLS.](#) / [Eskildsen, Jacob Kjær](#); Kristensen, Kai; [Juhl, Hans Jørn](#).
Proceedings of the PLS' 05 International Symposium. ed. / Tomas Aluja; Josep Casanovas; Vincenzo Vinzi; Alain Morineau; Michel Tenenhaus. SPAD, 2005. p. 291-298.