

JOOST M.E. PENNINGS



JUNE 2015

PERSONAL DATA

Date of Birth: February 28, 1971
Gender: Male
Nationality: Dutch
Languages: English, Dutch, German
Business Address: Department of Marketing
Department of Finance
Maastricht University
Tongersestraat 53
Room B1.13
6211 LM Maastricht
The Netherlands
E-mail: joost.pennings@maastrichtuniversity.nl
E-mail: jme.pennings@maastrichtuniversity.nl
Phone: +31-43-388-3934
Fax: +31-43-388-4875

WORK EXPERIENCE

- Professor (personal full professorship) at Wageningen University, in the Department of Social Sciences, 2011 – present.
- Professor (full professorship) in the Department of Finance at Maastricht University, The Netherlands, 2007 – present.
- Professor (full professorship) in the Department of Marketing at Maastricht University, The Netherlands, 2007 – present.
- Faculty Associate (full Professor), Office for Futures & Options Research, University of Illinois at Urbana-Champaign, 2008 – present.
- Professor (full professorship) in the Department of Agricultural & Consumer Economics, Marketing & Decision Sciences Group, University of Illinois at Urbana-Champaign, 2007.
- Visiting Professor, Dept. of Business Economics & Marketing, Mediterranean Agronomic Institute of Chania (MAICh), Greece, International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), 2006.
- Visiting Research Professor in the College of Economics and Business Administration of the Catholic University of Leuven, Belgium, April – August 2006.
- Associate Professor (tenured) in the Marketing & Decision Sciences Group, Office for Futures & Options Research, University of Illinois at Urbana-Champaign 2001 - 2007 (hired under the *Faculty Excellence Program* of the Provost).
- Professor (tenured; full professorship) in the Marketing & Consumer Behavior Group at Wageningen University, The Netherlands, 2001 – present (holder of the AST Chair in Commodity Futures & Options).
- Chair of the Marketing & Consumer Behavior Group at Wageningen University, The Netherlands, 1999 – 2001.
- Senior Research Fellow of the Mansholt Institute (accredited by the *Royal Netherlands Academy of Arts & Sciences*), 1999 – present.
- *Office for Futures & Options Research* Associate, University of Illinois at Urbana-Champaign (USA), 1999 – present.
- Associate professor (tenured) in Marketing, Wageningen University, The Netherlands, 1999 – 2000.
- Honorary director of the Foundation for Scientific Research in Derivatives, 1998 – 2004.

- Visiting Scholar, Chicago Board of Trade – Chicago Mercantile Exchange, Product Development, Chicago, 1993.
- Visiting Scholar, Instytut Ziemniaka (IHAR), Department of Economics, Bonin, Koszalin, Poland, 1992.

EDUCATION

PhD in Marketing, Consumer Behavior and Finance (*summa cum laude*) 1998 Wageningen University, The Netherlands

Thesis: *The Market for Hedging Services: A Marketing-Finance Approach*

Advisors: Prof. Dr. Ir. Matthew T.G. Meulenberg
Prof. Dr. Ir. Willem J.M. Heijman

Additional committee members:

- Prof. Dr. Christine Ennew, University of Nottingham, England
- Prof. Dr. Ir. Jan-Benedict E.M. Steenkamp, University of North Carolina at Chapel Hill, United States
- Prof. Dr. Ir. Jacques Viaene, University of Ghent, Belgium
- Prof. Dr. Ir. Berend Wierenga, Rotterdam School of Management, Erasmus University Rotterdam, The Netherlands

Masters degree in Economics (*summa cum laude*)
1994 Wageningen University, The Netherlands

Thesis: *The Viability of Environmental and Production Permit Futures Contracts*

Supervisor: Prof. Dr. Ir. Matthew T.G. Meulenberg

INAUGURAL LECTURES

June 8, 2001 Wageningen University, Department of Marketing
& Consumer Behavior, Wageningen,
The Netherlands

The Futures Market: A Valuable Commodity

Official address at the honor of the acceptance of the Distinguished A.S.T. Chair of Theory and Practice of Commodity Futures

October 10, 2008 Maastricht University, Department of Marketing, Department
of Finance, Maastricht, The Netherlands

Marketing × Finance = Product with a High Return & Low Risk Profile

Official address at the honor of the acceptance of the Alex Investment Bank Chair of Finance and professorship in Marketing (ISBN: 978-90-5681-295-9)

CURRENT RESEARCH INTERESTS

Understanding *revealed* economic behavior by studying the decision-making behavior of *real* decision-makers (market participants, consumers, managers etc). Both descriptive and normative models are developed in order to explain and predict behavior. Special attention is given to decision-making under risk and uncertainty. Decision-making behavior is examined in various domains, among others, risk management behavior of entrepreneurs and managers, and consumer risk behavior. The understanding of revealed economic behavior is utilized to advance product development and public policy. Recent research projects have dealt with channel members' contract behavior and risk shifting, consumers' reactions to crises and responses to these crises by policy makers, the functioning of market institutions, such as auctions and futures markets, and the development of valid risk attitude measures. The research is quantitative and rooted in economics, finance, management sciences, and psychology theory. Pennings' research and publications are interdisciplinary 'by nature', covering both economics, marketing and decision sciences.

PUBLICATIONS APPEARED IN:

Management sciences and economics journals; among others:

- *American Journal of Agricultural Economics*
- *Economics Letters*
- *European Financial Management*
- *International Journal of Research in Marketing*
- *Journal of Banking & Finance*
- *Journal of Business*
- *Journal of Economic Psychology*
- *Journal of Financial Markets*
- *Journal of Financial Research*
- *Journal of International Money & Finance*
- *Journal of Marketing*
- *Managerial & Decision Economics*
- *Management Science*
- *Organizational Behavior and Human Decision Processes*

SELECTED KEY PUBLICATIONS:

1. Van Ittersum, K, B. Wansink, **J.M.E. Pennings** and D. Sheehan (2013), “Smart Shopping Carts: How Real-Time Feedback Influences Spending,” *Journal of Marketing*, November, Vol. 77, No. 6, pp. 21-36.
2. Van Ittersum, K., and **J.M.E. Pennings** (2012), “Attribute-Value Functions as Global Interpretations of Attribute Importance,” *Organizational Behavior and Human Decision Processes*, 119: 89-102.
3. **Pennings, J.M.E.** and P. Garcia (2010), “Risk & Hedging Behavior: The Role and Determinants of Latent Heterogeneity?” *Journal of Financial Research*, vol XXXIII, (4; Winter): 373-401.
4. Van Ittersum, K., **J.M.E. Pennings**, B. Wansink (2010), “Trying Harder and Doing Worse: How Grocery Shoppers Track In-Store Shopping,” *Journal of Marketing*, 74 (2): 90-104.
5. **Pennings, J.M.E.** and P. Garcia (2005), “The Poverty Challenge: How Individual Decision-Making Behavior Influences Poverty,” *Economics Letters* 88 1(July), 115-119.
6. **Pennings, J.M.E.** and B. Wansink (2004), “Channel Contract Behavior: the Role of Risk Attitudes, Risk Perceptions, and Channel Members’ Market Structures,” *Journal of Business* 77 4(October): 697-723.
7. **Pennings, J.M.E.** and P. Garcia (2004), “Hedging Behavior in Small and Medium-sized Enterprises: The Role of Unobserved Heterogeneity,” *Journal of Banking & Finance* 28 5 (May), 951-978.

8. **Pennings, J.M.E.** and A. Smidts (2003), "The Shape of Utility Functions & Organizational Behavior," *Management Science* 49 9(September), 1251-1263.
9. **Pennings, J.M.E.**, M.J.J.M. Candel and T.M. Egelkraut (2003), "A Behavioral Decision Making-Modeling Approach Towards Hedging Services," *Journal of Behavioral Finance* 4 (2), 71-84.
10. **Pennings, J.M.E.**, B. Wansink, and M.T.G. Meulenberg (2002), "A Note on Modeling Consumer Reactions to a Crisis: The Case of the Madcow Disease," *International Journal of Research in Marketing* 19 (1): 91-100.
11. **Pennings, J.M.E.** (2002), "Pulling the Trigger or Not: Factors Affecting Behavior of Initiating a Position in Derivatives Markets," *Journal of Economic Psychology* 23 (April): 263-278.
12. **Pennings, J.M.E.** and R.M. Leuthold (2001), "Introducing New Futures Contracts: Reinforcement versus Cannibalism," *Journal of International Money & Finance* 20 (5): 659-675.
13. **Pennings, J.M.E.** and P. Garcia (2001), "Measuring Producers' Risk Preferences: A Global Risk Attitude Construct," *American Journal of Agricultural Economics* 83 (November): 993-1009.
14. **Pennings, J.M.E.** and R.M. Leuthold (2000), "The Role of Farmers' Behavioral Attitudes and Heterogeneity in Futures Contracts Usage," *American Journal of Agricultural Economics* 82 (4): 908-919.
15. **Pennings, J.M.E.** and A. Smidts (2000), "Assessing the Construct Validity of Risk Attitude," *Management Science* 46 (10), 1337-1348.

PUBLICATIONS IN INTERNATIONAL REFEREED JOURNALS

1. Hoffmann, A. O. I., T. Post, and **J. M. E. Pennings** (2015), "How Investor Perceptions Drive Actual Trading and Risk-Taking Behavior," *Journal of Behavioral Finance*, 16: 94–103.
2. Benos, T., Kalogeras, N., Verhees, F., Sergaki, P., **Pennings, J.M.E.** (2015) "Cooperatives' Organizational Restructuring, Strategic Attributes and Performance: The Case of Agribusiness Cooperatives in Greece" *Agribusiness: An International Journal* (forthcoming).
3. Franken, J.R.V., **J.M.E. Pennings** and P. Garcia (2014) "Measuring the Effect of Risk Attitude on Marketing Behavior," *Agricultural Economics*, 45, pp. 525-535.
4. Van Ittersum, K, B. Wansink, **J.M.E. Pennings** and D. Sheehan (2013), "Smart Shopping Carts: How Real-Time Feedback Influences Spending," *Journal of Marketing*, November, Vol. 77, No. 6, pp. 21-36.
5. Merrin, R.P., A.O.I. Hoffmann, and **J.M.E. Pennings** (2013), "Customer Satisfaction as a Buffer Against Sentimental Stock-Price Movements," *Marketing Letters*, 24 (1): 13-27.
6. Hoffmann, A. O. I., T. Post, and **J. M. E. Pennings** (2013), "Individual Investor Perceptions and Behavior During the Financial Crisis," *Journal of Banking and Finance*, 37 (1): 60-74.
7. Kalogeras, N., **Pennings, J.M.E.**, Benos, T. and M. Doumpos (2013), "Which Co-op Ownership Model Performs Better? A Financial-Decision Aid Approach," *Agribusiness: An International Journal*, 29 (1): 80-95.
8. Van Ittersum, K., and **J.M.E. Pennings** (2012), "Attribute-Value Functions as Global Interpretations of Attribute Importance," *Organizational Behavior and Human Decision Processes*, 119: 89-102.
9. Kalogeras, N., Odekerken, G., **Pennings, J.M.E.**, Gunnlaugsdottir, H., Holm, F., Leino, O., Luteijn, J.M., Magnússon, S.H., Ueland, Ø., Rompelberg, C., Tjihuis, M.J., Tuomisto, J., White, B.C., and H. Verhagen (2012). "State of the Art in Benefit-Risk Analysis: Business Economics & Marketing-Finance," *Food & Chemical Toxicology* 50 (1): 56-66.
10. Franken J.R.V., **J.M.E. Pennings** and P. Garcia (2012), "Crop Production Contracts and Marketing Strategies: What Drives Their Use?" *Agribusiness: An International Journal*, 28 (3): 324-340.
11. Hoffmann, A.O.I., **J.M.E. Pennings** and S. Wies (2011), "Relationship Marketing's Role in Managing the Firm–Investor Dyad," *Journal of Business Research* 64 (8): 896-903.
12. Hoffmann, A.O.I., T. Post and **J.M.E. Pennings** (2011), "Particuliere Beleggers en de Financiële Crisis (Private Investors and the Financial Crisis)," *Economisch Statistische Berichten (ESB)*, 96 (4604): 106-108.

13. Woodard, J.D., T.M. Egelkraut, P. Garcia, and **J.M.E. Pennings** (2011), "Effects of Full Collateralization in Commodity Futures Investments," *Journal of Derivatives and Hedge Funds* 16 (4): 253-266.
14. **Pennings, J.M.E.** and P. Garcia (2010), "Risk & Hedging Behavior: The Role and Determinants of Latent Heterogeneity?" *Journal of Financial Research*, vol XXXIII, (4; Winter): 373-401.
15. Dorfman, J.H., **J.M.E. Pennings** and P. Garcia (2010), "Is Hedging a Habit? Hedging Ratio Determination of Cotton Producers," *Journal of Agribusiness*, 28 (1): 31-48.
16. Van Ittersum, K., **J.M.E. Pennings**, B. Wansink (2010), "Trying Harder and Doing Worse: How Grocery Shoppers Track In-Store Shopping," *Journal of Marketing*, 74 (2): 90-104.
17. Van Ittersum, K., **J.M.E. Pennings**, and B. Wansink (2010), "Trying Harder and Doing Worse: How Grocery Shoppers Track Their In-Store Shopping," *Advances in Consumer Research*, Vol. 37, 1-37.
18. Verhees, F.J.H.M., M.T.G. Meulenberg, and **J.M.E. Pennings** (2010), "Performance Expectations of Small Firms Considering Radical Product Innovation," *Journal of Business Research*, 63 (July): 772-777.
19. Goss, B.A. and J.M.E. Pennings (2009), "Reducing the Likelihood and Impact of Currency Crises," *The Banker* December: <http://www.thebanker.com/news/fullstory.php/aid/7006>
20. Tonsor, G.T., T.C. Schroeder, and **J.M.E. Pennings** (2009), "Factors Impacting Food Safety Risk Perceptions," *Journal of Agricultural Economics*, 60 (3): 625-644.
21. Franken, J.R., **J.M.E. Pennings** and P. Garcia (2009), "Do Transaction Costs and Risk Preferences Influence Marketing Arrangements in the Illinois Hog Industry?" *Journal of Agricultural & Resource Economics*, 34(2): 297-315.
22. **Pennings, J.M.E.** and P. Garcia (2009), "The Informational Content of the Shape of Utility Functions: Financial Strategic Behavior," *Managerial & Decision Economics*, 30: 83-90.
23. Tonsor, G.T., T.C. Schroeder, **J.M.E. Pennings** and J. Mintert (2009), "Consumer Valuation of Beef Steak Food Safety and Quality Assurances in Canada, Japan, Mexico, and the United States," *Canadian Journal of Agricultural Economics*, 57: 395-416.
24. Kalogeras, N., **Pennings, J.M.E.**, Van der Lans, I., Garcia, P., Van Dijk, G. (2009) "Understanding Heterogeneous Preferences of Cooperative Members," *Agribusiness: An International Journal*, 25 (1): 90-111.
25. John K.M. Kuwornu, J.K.M., W. E. Kuiper, and **J.M.E. Pennings** (2009), "Agency Problem and Hedging in Agri-Food Chains: Model and Application," *Journal of Marketing Channels* (special issue: Managing Risks and Disruptions in Global Supply Chains), 16 (3), 265-289.

26. **Pennings, J.M.E.** and D. Grossman (2008), “Responding to Crises and Disasters: The Role of Risk Attitudes & Risk Perceptions,” *Disasters: The Journal of Disaster Studies, Policy and Management*, 32 (3): 434-448.
27. Van Ittersum, K., and **J.M.E. Pennings** (2008), “The Effect of Primed Reference Points on the Shape of Attribute-Value Functions, Attribute Importance, and Choice?” *Advances in Consumer Research*, Vol. 35, p. 701 - 702.
28. Mattos, F., P. Garcia and **J.M.E. Pennings** (2008), “Probability Weighting and Loss Aversion in Futures Hedging,” *Journal of Financial Markets*, 11 (4), 433-452.
29. **Pennings, J.M.E.**, O. Isengildina, S. Irwin, P. Garcia, and D.L. Good (2008) “Producers Complex Risk Management Choices,” *Agribusiness: An International Journal*, 24 (1): 31-54.
30. Schroeder, T.C., G.T. Tonsor, **J.M.E. Pennings** and J. Mintert (2008), “Consumer Food Safety Risk Perceptions and Attitudes: Impacts on Beef Consumption Across Countries,” *The B.E. Journal of Economic Analysis & Policy*, Vol. 7: 1 (Contributions), Article 65. Available at: <http://www.bepress.com/bejeap/vol7/iss1/art65>
31. Van Ittersum, K. and **J.M.E. Pennings** (2007), “Attribute Value Functions and the Importance of Attributes,” *Advances in Consumer Research*, Vol 34, p.627.
32. Van Ittersum, K., **J.M.E. Pennings**, B. Wansink, and H.C.M. Van Trijp (2007), “The Validity of Attribute-Importance Measurement: A Review,” *Journal of Business Research*, 60 (11), 1177-1190.
33. Isengildina, O., **J.M.E. Pennings**, S.H. Irwin and D.L. Good (2006), “U.S. Crop Farmers’ Use of Market Advisory Services,” *Journal of International Food & Agribusiness Marketing*, 18(3/4): 67-86.
34. **Pennings, J.M.E.** and P. Garcia (2005), “The Poverty Challenge: How Individual Decision-Making Behavior Influences Poverty,” *Economics Letters* 88 1(July): 115-119.
35. **Pennings, J.M.E.**, P. Garcia and E. Hendrix (2005), “Towards A Theory of Revealed Economic Behavior: The Economic-Neurosciences Interface,” *Journal of Bioeconomics*, 7(2): 113-127.
36. Kuwornu, J.K.M., W.E. Kuiper, **J.M.E. Pennings** and M.T.G. Meulenberg (2005), “Time-Varying Hedge Ratios: A Principal-Agent Approach,” *Journal of Agricultural Economics*, 56(3): 417-432.
37. **Pennings, J.M.E.**, S. Irwin, D. Good, and O. Isengildina (2005), “Heterogeneity in the Likelihood of Market Advisory Service Use by U.S. Crop Producers,” *Agribusiness: An International Journal*, 21 1(January): 109-128.
38. Van Ittersum, K., **J.M.E. Pennings**, B. Wansink, and H.C.M. van Trijp (2005), “The Effect of Primed and Framed Reference Points on Product Attribute Importance,” *Advances in Consumer Research*, 32(1): 113-114.

39. **Pennings, J.M.E.**, K. Van Ittersum, and B. Wansink (2005), "To Spend or Not To Spend? The Effect of Budget Constraints on Estimation Processes and Spending Behavior," *Advances in Consumer Research*, 32(1): 328-329.
40. Kuwornu, J.K.M., W.E. Kuiper, **J.M.E. Pennings** and M.T.G. Meulenberg (2005), "Incentive Provision and Coordination Costs in Food Marketing Channels: A Multi-Stage Channel Agency Theory Perspective," *Journal of Food Distribution Research*, 36(1): 85-90.
41. **Pennings, J.M.E.** and B. Wansink (2004), "Channel Contract Behavior: the Role of Risk Attitudes, Risk Perceptions, and Channel Members' Market Structures," *Journal of Business*, 77 4(October): 697-723.
42. Mahul, O. and **J.M.E. Pennings** (2004), "Introduction to the Special Issue on Risk Behaviour of Market Participants," *European Review of Agricultural Economics*, 31(3): 233-234.
43. **Pennings, J.M.E.**, O. Isengildina, S. Irwin, and D. Good (2004), "The Impact of Market Advisory Service Recommendations on Producers' Marketing Decisions," *Journal of Agricultural & Resource Economics*, 29 2(August): 308-327.
44. **Pennings, J.M.E.** and P. Garcia (2004), "Hedging Behavior in Small and Medium-sized Enterprises: The Role of Unobserved Heterogeneity," *Journal of Banking & Finance*, 28 5(May): 951-978.
45. Van Ittersum, K., **J.M.E. Pennings**, B. Wansink, and H.C.M. Van Trijp (2004), "A Multidimensional Approach to Measuring Attribute Importance," *Advances in Consumer Research*, 31(1): 86-87.
46. Van Ittersum, K., **J.M.E. Pennings**, B. Wansink, and H.C.M. Van Trijp (2004), "Improving Attribute-Importance Measurement; A Reference-Point Approach," *Advances in Consumer Research*, 31(1): 84-85.
47. **Pennings, J.M.E.** (2004), "A Marketing-Finance Approach towards Industrial Channel Contract Relationships: A Model and Application," *Journal of Business Research*, 57 6(June): 601-609.
48. **Pennings, J.M.E.** and A. Smidts (2003), "The Shape of Utility Functions & Organizational Behavior," *Management Science*, 49 (9/September): 1251-1263.
49. **Pennings, J.M.E.**, M.J.J.M. Candel and T.M. Egelkraut (2003), "A Behavioral Decision Making-Modeling Approach Towards Hedging Services," *Journal of Behavioral Finance*, 4(2): 71-84.
50. **Pennings, J.M.E.** and T. M. Egelkraut (2003), "Research in Agricultural Futures Markets: Integrating the Finance and Marketing Approach," *Agrarwirtschaft [Agricultural Economics]*, 52(6): 300-308.

51. C.W.J. van Rijswijk and **J.M.E. Pennings** (2003), “Heeft de agrarische future nog toekomst?” [Is there a Future for Commodity Futures?] *Economische Statistische Berichten [Economic Statistical Letters]*, 88 (nr. 4395): 86-89.
52. **Pennings, J.M.E.**, B. Wansink, and M.T.G. Meulenberg (2002), “A Note on Modeling Consumer Reactions to a Crisis: The Case of the Madcow Disease,” *International Journal of Research in Marketing*, 19(1): 91-100.
53. Meulenberg, M.T.G. and **J.M.E. Pennings** (2002), “A Marketing Approach to Commodity Futures Exchanges: A Case Study of the Dutch Hog Industry,” *Journal of Agricultural Economics*, 53 (March): 51-64.
54. **Pennings, J.M.E.** (2002), “Pulling the Trigger or Not: Factors Affecting Behavior of Initiating a Position in Derivatives Markets,” *Journal of Economic Psychology*, 23(April): 263-278.
55. Kuiper, W.E., **J.M.E. Pennings** and M.T.G. Meulenberg (2002), “Identification by Full Adjustment: Evidence from the Relationship Between Futures and Spot Prices,” *European Review of Agricultural Economics*, 29(1): 67-84.
56. **Pennings, J.M.E.**, S. Irwin and D. Good (2002), “Surveying Farmers: A Case Study,” *Review of Agricultural Economics*, 24 1(Spring-Summer): 266-277.
57. **Pennings, J.M.E.**, B. Wansink, and M.T.G. Meulenberg (2002), “Consumentengedrag in Crisissituaties,” [Consumer Behavior in Times of Crises] *Economische Statistische Berichten [Economic Statistical Letters]*, 87 (nr. 4364) (May): 430-432.
58. **Pennings, J.M.E.** and R.M. Leuthold (2001), “Introducing New Futures Contracts: Reinforcement versus Cannibalism,” *Journal of International Money & Finance*, 20 (5): 659-675.
59. **Pennings, J.M.E.** and P. Garcia (2001), “Measuring Producers’ Risk Preferences: A Global Risk Attitude Construct,” *American Journal of Agricultural Economics*, 83 (November): 993-1009.
60. **Pennings, J.M.E.** and R.M. Leuthold (2001), “A Behavioral Approach towards Futures Contract Usage,” *Australian Economic Papers*, 40 (December): 461-478.
61. **Pennings, J.M.E.** (2001), “De Termijnmarkt: een Kostbaar Goed,” [The Futures Market: A Valuable Commodity] *Tijdschrift voor Sociaal Wetenschappelijk Onderzoek in de Landbouw, [Journal of Research in Agricultural Economics]* 16(3): 235-242.
62. **Pennings, J.M.E.** and A. Smidts (2000), “Assessing the Construct Validity of Risk Attitude,” *Management Science*, 46(10): 1337-1348.
63. **Pennings, J.M.E.** and R.M. Leuthold (2000), “The Motivation for Hedging Revisited,” *Journal of Futures Markets*, 20(9): 865-885.
64. **Pennings, J.M.E.** and R.M. Leuthold (2000), “The Role of Farmers’ Behavioral Attitudes and Heterogeneity in Futures Contracts Usage,” *American Journal of Agricultural Economics*, 82 (4): 908-919.

65. Candel, M.J.J.M. and **J.M.E. Pennings** (1999), "Attitude-Based Binary Models for Binary Choices: A Test of Choices Involving an Innovation," *Journal of Economic Psychology*, 20 (5): 547-569.
66. **Pennings, J.M.E.**, M.G.M. Wetzels, and M.T.G. Meulenberg (1999), "The Marketing-Finance Interface Towards Financial Services: with Special Reference to New Services Provided by Futures Exchanges," *European Journal of Marketing*, 33(5/6): 531-547.
67. **Pennings, J.M.E.** (1998), "The Information Dissemination Process of Futures Exchange Innovations: A Note," *Journal of Business Research*, 43 (3): 141-145.
68. **Pennings, J.M.E.** and M.T.G. Meulenberg (1998), "New Futures Markets in Agricultural Production Rights: Possibilities and Constraints for the Dutch and British Milk-quota Markets," *Journal of Agricultural Economics*, 49(1): 50-66.
69. **Pennings, J.M.E.**, W.E Kuiper, F. ter Hofstede, and M.T.G. Meulenberg (1998), "The Price Path Due to Order Imbalances: Evidence from the Amsterdam Agricultural Futures Exchange," *European Financial Management*, 4(1): 47-64.
70. **Pennings, J.M.E.** (1998), "Erwiderung: Diskussionsbeitrag Verschiebung des Preisrisikos mit Hilfe von Terminverträgen in der Agrarwirtschaft," [Reply: Comment on Reallocation of Price Risk Using Futures Contracts] *Agrarwirtschaft*, [Agricultural Economics] 47 (5): 231-233.
71. **Pennings, J.M.E.** and M.T.G. Meulenberg (1997), "Hedging Efficiency: A Futures Exchange Management Approach," *Journal of Futures Markets*, 17(5): 599-615.
72. **Pennings, J.M.E.** and M.T.G. Meulenberg (1997), "The Hedging Performance in New Agricultural Futures Markets: A Note," *Agribusiness: An International Journal*, 13(3): 295-300.
73. **Pennings, J.M.E.**, W.J.M. Heijman, and M.T.G. Meulenberg (1997), "The Dimensions of Rights: A Classification of Environmental Rights and Production Rights," *European Journal of Law & Economics*, 4: 55-71.
74. Bulte, E.H. and **J.M.E. Pennings** (1997), "A Note on Overfishing, Fishing Rights and Futures Markets," *European Journal of Law & Economics*, 4: 327-335.
75. Van Ravenswaaij, M. and **J.M.E. Pennings** (1997), "A Marketing Management Perspective on the Consequences of Introducing Options on Futures," *Journal of Financial Services Marketing*, 2(1): 65-73.
76. **Pennings J.M.E.** and Rembeza J. (1997), "Uwarunkowania rozwoju i funkcjonowania terminowego rynku ziemniaków," [Conditions for development and performance of potato futures markets] *Biuletyn Instytutu Ziemniaka*, 48(2): 101-114.
77. **Pennings, J.M.E.** (1997), "Terminbörsen Europas: Stand und Entwicklung," [Futures Markets in Europe: State of the Art and Future Perspectives] *Agribusiness*, [*Agribusiness Journal*] 35(6): 4-5.

78. **Pennings, J.M.E.** (1997), "Verschiebung des Preisrisikos mit Hilfe von Terminkontrakten in der Agrarwirtschaft," [Reallocation of Price Risk Using Futures Contracts] *Agrarwirtschaft, [Agricultural Economics]* 46 (10): 344-348.
79. **Pennings, J.M.E.** and M.T.G. Meulenberg (1997), "Grondstoffen Termijnmarkten: Ontwikkelingen en Innovaties," [Commodity Futures: Developments and Innovations] *Bedrijfskunde, [Management Journal]* 69(1): 81-86.
80. **Pennings, J.M.E.** and M.T.G. Meulenberg (1996), "Environmental and Production Rights Futures: A New Booming Market?" *Derivatives Quarterly*, 3(1): 40-44.
81. **Pennings, J.M.E.**, M.T.G. Meulenberg, and W.J.M. Heijman (1996), "Environmental Rights on the Futures Markets: An Application to the Dutch Manure Market," *Environmental & Resource Economics*, 7(1): 79-94.
82. Bulte, E., **J.M.E. Pennings**, and W.J.M. Heijman (1996), "Futures Markets, Price Stabilization and Efficient Exploitation of Exhaustible Resources," *Environmental & Resource Economics*, 8(3): 351-366.
83. **Pennings, J.M.E.** and J. Rembeza (1996), "Instrumenty Zmniejszenia Ryzyka Cenowego," [Price Risk Management Instruments] *Postepy Nauk Rolniczych*, 3: 73-82.
84. **Pennings, J.M.E.** and J. Rembeza (1996), "Korzysci i Kierunki Rozwoju Terminowego Rynu Produktow Rolnych," [Advantages and Developments of Futures Markets for Agricultural Commodities] *Zagadnienia Ekonomiki Rolnej, [Agricultural Economics]* 6: 32-43.
85. Verhees, F., E.W. Kuiper, and **J.M.E. Pennings** (1996), "Testing for Caraway Market Integration and Exogeneity: A Cointegration and Error Correction Analysis," *Tijdschrift voor Sociaal Wetenschappelijk Onderzoek in de Landbouw, [Journal of Research in Agricultural Economics]* 11(4): 275-293.
86. **Pennings, J.M.E.** and W.J.M. Heijman (1995), "Prospects for an Electricity Futures Market: A Comment," *Resources Policy*, 21(4): 283-284.
87. **Pennings, J.M.E.** and M.T.G. Meulenberg (1995), "De Opkomst van Agrarische Termijnmarkten," [The Rise of the Agricultural Futures Market] *Economische Statistische Berichten, [Economic Statistical Letters]* 80: 1105-1107.
88. Rembeza, J. and **J.M.E. Pennings** (1993), "Model Podazy i Popytu Na Rynku Ziemniakow Jadalnych," [Supply and Demand Model for the Ware Potatoes Market] *Zagadnienia Ekonomiki Rolnej, [Agricultural Economics]* 3-4: 74-81.
89. **Pennings, J.M.E.** and J. Rembeza (1993), "Rynek Terminowy Ziemniakow," [Potato Futures Markets] *Ziemniaka Polski, [Polish Potato Marketing Journal]* 1:3-7.

BOOKS & BOOK REVIEWS

1. Van Ittersum, K., B.Wansink, **J.M.E. Pennings** en D. Sheeman (2015), “Slimme Winkelwagens: Hoe Realtime Bestedingsfeedback het Winkelgedrag Beïnvloedt,” in *Jaarboek Markt Onderzoek Associatie, Ontwikkelingen in het Marktonderzoek*, Bronner, A.E., P. dekker, E. de Leeuw, L.J. Paas, K. de Ruyter, A. Smidts en J.E. Wieringa (eds), pp.95-107.
2. **Pennings, J.M.E.** and A. Oskam (2013), “Private Vormen van Prijs- en Inkomensstabilisatie” in *EU-beleid voor Landbouw, Voedsel en Groen: van Politiek naar Praktijk*, eds. Gerrit Meester, Petra Berkhout en Liesbeth Dries pp. 131-140 (ISBN: 987-90-8686-230-6), Wageningen Academic Publishers, Wageningen, The Netherlands.
3. Verhoef, P.C. and **J.M.E. Pennings** (2012), “The Marketing Finance Interface: An Organizational Perspective” in the *Handbook of Marketing and Finance*, Shankar Ganesan ed, pp. 225-243 (ISBN: 9781849802727), Edward Elgar Publishing, Cheltenham, UK.
4. **Pennings, J.M.E.** (2010), “Commodity Futures Markets as Drivers of Agriculture and Agribusinesses in Developing Countries: What Needs to be Done,” in *Markets, Marketing and Developing Countries*, eds. Hans van Trijp and Paul Ingenbleek, pp.146-154 (ISBN: 978-90-8686-145-3), Wageningen Academic Publishers, Wageningen, The Netherlands.
5. **Pennings, J.M.E.**, P. Garcia and A.J. Oskam (2010), “Private Market and Price Stabilization Methods,” in *EU Policy for Agriculture, Food and Rural Areas*, eds. A.J. Oskam, G. Meester and H. Silvis, pp. 181-187 (ISBN: 978-90-8686-118-7), Wageningen Academic Publishers, Wageningen, The Netherlands.
6. **Pennings, J.M.E.** (2009), “Het Managen van Marktrisico’s: Bedreiging of Kans voor de Nederlandse Landbouw? De Mogelijke Rol van Termijnmarkten (Managing Market Risks: Thread or Opportunity for Dutch Agriculture? The Potential Role of Futures Markets)” in *Van Boterberg naar Bio-based*, pp. 95-106, eds. J. Peerlings and C. Gardebroek (ISBN 978-90-8686-126-2), Wageningen Academic Publishers, Wageningen, The Netherlands.
7. Marsh, J.W., **J.M.E. Pennings** and P. Garcia (2007), “Perceptions of Futures Market Liquidity: An Empirical Study of CBOT and CME Traders”, Chapter 8 in B.A. Goss (ed.), *Debt, Risk and Liquidity in Futures Markets*, London and New York: Routledge, pp. 171-190.
8. Kuwornu, J.K.M, Kuiper, W.E, **Pennings, J.M.E.**, Meulenber, M.T.G. (2006), “Strategic Interactions, Risks, and Coordination Costs in Food marketing Channels: The Mediating Role of futures markets”, In M. Fritz., U. Rickert., and G. Schiefer (eds), *Trust and Risk in Business Networks*, Universität Bonn, ILB Press, Bonn, Germany, pp. 551-564.
9. Kuwornu, J.K.M, Kuiper, W.E, **Pennings, J.M.E.**, Meulenber, M.T.G. (2006), “Risk Management using Futures Contracts: The Impact of Spot Market Contracts and Production Horizons on the optimal hedge ratio”, In M. Fritz., U. Rickert., and G. Schiefer (eds), *Trust and Risk in Business Networks*, Universität Bonn, ILB Press, Bonn, Germany, pp. 341-350.

10. **Pennings, J.M.E.** and N. Kalogeras, (2006). "Risk Perception and Risk Attitude in Transition towards Sustainability in Small and Medium-size Enterprises", In: *Mobilization of Sustainable Consumption*, Transforum Agro & Groen Series *Sustainable and Informed Entrepreneurship*, Vol. 3 , The Netherlands: Drukkerij A-Twee, pp. 47-76.
11. Kalogeras, N., **J.M.E. Pennings**, G. van Dijk, and I.A. van der Lans (2006), "The Structure of Marketing Cooperatives: A Members' Perspective," in K. Karantininis and J Nilsson (eds.), *Vertical Markets and Cooperative Hierarchies*, Springer Academic Publications.
12. **Pennings, J.M.E.** (2006), "Van Schrijftafel naar Samenleving: De Rol van Marktkanalen en Marketinginstituten in Marketingstrategieën (From Science to Society: The Role of Marketing Channels and Marketing Institutions in Marketing Strategies) in Thieu Meulenberg, Aad van Tilburg and Hans van Trijp (eds) "Marketing tussen Wetenschap en Maatschappij (*Marketing in-between Science and Society*)", Wageningen Academic Publishers, Wageningen, The Netherlands (ISBN-10: 90-8585-105-X; ISBN-13: 978-90-8585-105-9).
13. Kuwornu, J.K.M., W.E. Kuiper, and **J.M.E. Pennings** (2004), "Time Series Analysis of a Principal-Agent Model to Assess Risk Shifting in Agricultural Marketing Channels: An Application to the Dutch Ware Potato Marketing Channel", In G. Van Huylbroeck, L. Lauwers and W. Verbeke (eds.), *Role of Institutions in Rural Policies and Agricultural Markets*, Elsevier, New York, pp. 255-271.
14. **Pennings, J.M.E.** (2003), "What Drives Actual Hedging Behaviour? Developing Risk Management Instruments," in Nigel Scott (ed.), *Agribusiness and Commodity Risk: Strategies and Management*, p.63-74. Risk Books, London, United Kingdom (ISBN: 1 904339107).
15. Nageotte, C., S. Thompson, **J.M.E. Pennings**, and R. Westgren (2002), "Familiarity vs. Efficiency: Evidence of Economic Paradoxes in Agricultural Supply Chains," in J.H. Trienekens and S.W.F. Omta (eds.), *Paradoxes in Food Chains and Networks*, Wageningen Academic Publishers, p. 72-81, Wageningen, The Netherlands.
16. **Pennings, J.M.E.** (2002). Book review of "Stock-Market Psychology: How People Value and Trade Stocks." Edward Elgar Publishing, 2001, (ISBN: 1-84064-736-1). *Journal of Economic Psychology* 23, (4): 546
17. **Pennings, J.M.E.** (1998), "The Market for Hedging Services: A Marketing-Finance Approach", *Mansholt Studies* 12, (ISSN: 1383-6803 – ISBN: 90-6754-524-4) 370 pp, Wageningen, The Netherlands.
18. **Pennings, J.M.E.** and M.T.G. Meulenberg (1997), "A Futures Market for Agricultural Production Rights: an Application to the Dutch, English and Welsh Milkquota Market," in: Huirne, R.B.M., J.B. Hardaker, and A.A. Dijkhuizen (eds.) *Risk Management Strategies in Agriculture: State of the Art and Future Perspectives*, *Mansholt Studies*, 7 p. 163-172, Wageningen, The Netherlands.

19. **Pennings, J.M.E.** and M.T.G. Meulenberg (1997), "Hedging Risk in Agricultural Futures Markets," in: Wierenga, B., A. van Tilburg, K. Grunert, J.E.B.M. Steenkamp and M. Wedel (eds.), *Agricultural Marketing and Consumer Behavior in a Changing World*, Kluwer Academic Publishers, p. 125-140, Boston, United States.

WORK IN PROGRESS

1. Cleeren, K., K. Geyskens, P.C. Verhoef and J.M.E. Pennings, "Regular or Low-Fat? An Investigation of the Long Run Impact of the First Low-Fat Purchase on Subsequent Volumes and Calories,"
2. F.J.H.M. Verhees, J.M.E. Pennings and B.W.H.C. Boots, "Dairy Farmer's Financial Management in a Dynamic Market: The Case of Futures Contracts,"
3. Wies, S., J. Derwall, A.O.I Hoffmann, and J.M.E. Pennings, "Does Insider Trading Add Credibility to Firm Product Innovation?"
4. Trujillo-Barrera, A., D. Hofenk, and J.M.E. Pennings, "Understanding Producers' Motives for adopting Sustainable Practices: The Role of Expected Rewards, Risk Perception and Risk Tolerance,"
5. Trujillo-Barrera, A., D. Hofenk, and J.M.E. Pennings, "Financial Performance of Firms Adopting Sustainable Practices,"
6. Trujillo-Barrera, A., J.M.E. Pennings and P. Garcia, "Evaluating Hedging effectiveness in European Commodity Futures Markets,"
7. Benos, T., N. Kalogeras, F.J.H.M. Verhees and J.M.E. Pennings, "Cooperatives' Organizational Restructuring, Strategic attributes and performance: The Case of Agribusiness Cooperatives in Greece,"
8. Tamirat, A., P. Ingenbleek, A. Trujillo-Barrera and J.M.E. Pennings, "Commodity Exchanges in Developing Countries: A Blessing or Disguise? Evidence from the Ethiopian Coffee Sector,"
9. Trujillo-Barrera, A. and J.M.E. Pennings, "Mechanisms of the Linkage between Energy and Food Commodity Prices: An Examination of Mixed-Frequency Data and Non-linearity,"
10. Wies, S., A.O.I Hoffmann, J. Aspara and J.M.E. Pennings, "Shareholder Complaints and Advertising Investment"
11. Pennings, J.M.E., B. Wansink, and A.O.I. Hoffmann, "Marketing Activities and Cash Flow Volatility: A Marketing-Finance Approach linking Channel Contracting to Shareholder Value."
12. van Ittersum, K. J.M.E. Pennings, D. B. Grossman, and R Capito, "The Effect of Providing the 'Real' Numbers of 1-in-X Risk Probabilities on Behavior."

13. Verhees, F.J.H.M., M.T.G. Meulenber, and J.M.E. Pennings, "Customer's Influence on Radical Product Innovation in Small Firms."
14. Pennings, J.M.E. and T.M. Egelkraut, "Why Futures Markets Exist: Their Role in Channel Marketing Relationships."
15. Van Ittersum, K., J.M.E. Pennings, "Why Part-Worth Models Fit Some People Sometimes Better."
16. Van Ittersum, K., J.M.E. Pennings, B. Wansink and H.C.M. van Trijp, "The Effect of Primed and Framed Reference Points on the Importance of Attributes in Consumer Judgment."
17. Kuiper, W.E., J.K.M. Kuwornu and J.M.E. Pennings, "Time Series Analysis of a Principal-Agent Model to Assess Risk Shifting in Commodity Marketing Channels: An Application to the Dutch Ware Potato Marketing Channel."
18. Pennings, J.M.E., P. Garcia, and S. Irwin, "Heterogeneity in Market Participants' Behavior: Comparing & Evaluating Grouping Methods."
19. Van Ittersum, K., J.M.E. Pennings, B. Wansink and H.C.M. van Trijp, "The Effect of Reference Points and Loss Aversion in Attribute Importance Measurement."
20. Pennings, J.M.E., K. van Ittersum, B. Wansink, "Spending Too Much or Too Little: Budget Constraints, Risk and Shopping Basket Estimation."
21. Van der Lans, I., P.J.F. Groenen, J.M.E. Pennings, "Reverse Engineering and Feasible-Product Identification: Multiple-Axial Partitioning Constraints in MDS Maps."
22. Van Ittersum, K., J.M.E. Pennings, B. Wansink and H.C.M. van Trijp, "What is Really Important? A Review of Approaches and Methods for Identifying Attributes."
23. van Herpen, H.W.I., J.M.E. Pennings, and M.T.G. Meulenber, "Consumers' Evaluation of Socially Responsible Activities in Retailing."
24. Kuiper, W.E. and J.M.E. Pennings, "Forecasting Financial Market Volatility Using Artificial Neural networks in Order to Improve Financial Services Design."
25. Egelkraut, T.M., P. Garcia, B. J. Sherrick and J.M.E. Pennings "Producers' Subjective Yield Distributions".
26. Egelkraut, T.M., P. Garcia, B. J. Sherrick and J.M.E. Pennings "What Can We Learn From Asking Producers their Expected Yields?"

CONFERENCE, LECTURES, AND PRESENTATIONS

1. **Pennings, J.M.E.** and P. Garcia (2015), “How Hedge Accounting Decisions Affect Reported Financial Performances in a Commodity-Driven Industry: The Need for an Accounting-Economics Interface,” Proceedings of the NCCC-134 Conference on Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, 20-21 April.
2. Cleeren, K., K. Geyskens, P.C. Verhoef and **J.M.E. Pennings** (2015), “What Drives (un) Healthy Product Choices?,” Proceedings of the 44rd European Marketing Academy Conference (EMAC) Annual Conference, Leuven, Belgium, May 26 – May 29.
3. Hofenk D.J., **J.M.E. Pennings** and A. Trujillo-Barrera (2014), “Understanding the Motives for the Adoption of Sustainable Practices: The Role of Expected Rewards, Risk Perception, and Risk Tolerance,” Proceedings of the European Association of Agricultural Economists (EAAE) Annual Conference, Ljubljana, Slovenia, August 26-29.
4. Trujillo-Barrera A, **J.M.E. Pennings** and P. Garcia (2014), “Evaluating Hedging Effectiveness in European Commodity Markets,” Paper presented at organized session “Volatility: Futures and Options. Understanding Usage, Effectiveness and Linkages” for the 2014 European Association of Agricultural Economists (EAAE) Congress in Ljubljana, Slovenia, 26-29 August.
5. Frans J.H.M. Verhees, **J.M.E. Pennings**, Bas Boots and Niek Nielen (2014), “Drivers of Futures Contract Adoption in a Dynamic Market: The Case of Dairy Futures,” Paper presented at organized session “Volatility: Futures and Options. Understanding Usage, Effectiveness and Linkages” for the 2014 European Association of Agricultural Economists (EAAE) Congress in Ljubljana, Slovenia, 26-29 August.
6. Tamirat A, A. Trujillo Barrera, P. Ingenbleek, and **J.M.E. Pennings** (2014), “Commodity Exchanges in Developing Countries: A Blessing in Disguise? Evidence from the Ethiopian Coffee Sector,” Invited paper at the AAEA (Agricultural & Applied Economics Association) Annual Conference, Track Session sponsored by AEM and AFM. Minneapolis, USA, July 27-29.
7. Hofenk D.J., **J.M.E. Pennings**, and A. Trujillo-Barrera (2014), “Understanding the Motives for the Adoption of Sustainable Practices: The Role of Expected Rewards, Risk Perception, and Risk Tolerance,” Selected paper for presentation at AAEA (Agricultural & Applied Economics Association) Annual Conference, Minneapolis, USA, July 27-29.
8. Kalogeras, N. and **J.M.E. Pennings** (2014), “Investor’s Risk Behavior in Times of Crisis: A Cross Cultural Study,” Proceedings of the 43rd European Marketing Academy Conference (EMAC), Valencia, Spain, June 3-6.

9. Hofenk D.J., **J.M.E. Pennings** and A. Trujillo-Barrera (2014), "Understanding the Motives for the Adoption of Sustainable Practices: The Role of Expected Rewards, Risk Perception, and Risk Tolerance," Proceedings of the 43rd European Marketing Academy Conference (EMAC) Annual Conference, Valencia, Spain, June 3-6.
10. Wies, S., J. Derwall, A.O.I Hoffmann, and **J.M.E. Pennings** (2014), "Does Insider Trading Add Credibility To Firm Product Innovation," Financial Management Association European Conference, Maastricht University, The Netherlands, June 10-12.
11. Wies, S., A.O.I. Hoffmann, J. Aspara, **J.M.E. Pennings** (2013), Advertising and R&D Sensitivities to Shareholder Complaints, Marketing Strategy Meets Wall Street III Conference, Goethe University, Frankfurt, Germany, July 7-9.
12. Kalogeras, N., and **J.M.E. Pennings** (2013), "Investors' Reactions in Times of Crisis: A Natural Experiment," Marketing Strategy Meets Wall Street III, Frankfurt, Germany, July 7-9.
13. Trujillo Barrera, A., and **J.M.E. Pennings** (2013), "Energy and Food Commodity Prices Linkage: An Examination of Mixed-Frequency Data," Selected paper at the 2013 AAEA & CAES Joint Annual Meeting, Washington DC, USA, August 4-6.
14. Kalogeras, N. and **J.M.E. Pennings** (2013), "Marketing Cooperatives' Equity Sources: An Empirical Study," Selected paper at the 2013 AAEA & CAES Joint Annual Meeting, Washington DC, USA, August 4-6.
15. Kalogeras, N. and **J.M.E. Pennings** (2013) "Investors' Risk Reactions in Times of Crises: A Natural Experiment in Selected EU Countries" 35th ISMS Marketing Science Conference, Istanbul, Turkey, July 11-13.
16. **Pennings, J.M.E.** (2012), "Risk Management in Food Chains in Times of Crises," Keynote presentation at 10th Wageningen International Conference on Chain and Network Management, May 23-25 (<http://www.wicanem.wur.nl/>).
17. Franken, J.R.V., **J.M.E. Pennings**, and P. Garcia (2012), "Measures of Risk Attitude and Relation to Market Behavior", Selected Paper at the 2012 AAEA Annual Meeting, Seattle, USA, August 12-14.
18. Kalogeras, N., and **J.M.E. Pennings** "Marketing Cooperative's Equity Sources: An Empirical Study (2012)," 130th EAAE Seminar: Did agricultural Economics Disappoint? Empirical Applications on Governance of Food and Fibre Value Chain in Uppsala, Sweden, August 31 – September 1.
19. Wies, S., A.O.I. Hoffmann, J. Aspara and **J.M.E. Pennings** (2012), "The Influence of Shareholder Complaints on Companies' Product-Advertising Investments" 2012 *Academy of Marketing Science Annual Conference*, New Orleans, USA, May 16 - 19.

20. Wies, S., A. O. I. Hoffmann, J. Aspara, **J.M.E. Pennings** (2012), “ The Influence of Shareholder Complaints on Companies’ Product Advertising Investments,” 41st *European Marketing Academy (EMAC) Conference*, ISCTE Business School, Lisbon, Portugal, May 22 - 25.
21. Cleeren, K., K. Geyskens, P. Verhoef and **J.M.E. Pennings** (2012), “Regular or Light? An Investigation of the Impact of low-Fat Claims on real Consumption and Calorie Intake,” 41st *European Marketing Academy (EMAC) Conference*, ISCTE Business School, Lisbon, Portugal, May 22 - 25.
22. Merrin, R.P., A.O.I. Hoffmann, and **J.M.E. Pennings**. (2012), “What is the impact of Affect on Investors' Common Stock Purchase and Sale Decisions” *Behavioural Finance Working Group/M&A Research Centre Conference*, London, United Kingdom, June 21-22.
23. Merrin, R.P., A.O.I Hoffmann and **J.M.E. Pennings** (2012). “Latent Affective Decision Drivers and Observable Investor Sentiment Price Outcomes ” 34th *INFORMS Marketing Science Conference*, Boston, MA, USA June 7-9.
24. Wies, S., A.O.I. Hoffmann, J. Aspara, and **J.M.E. Pennings** (2012), “Going Public: How Stock Market Participation Changes Firm Product Innovation Behavior,” The 34th *ISMS Marketing Science Conference*, Boston, MA, USA June 7-9.
25. Merrin, R.P., Hoffmann, A.O.I., and **Pennings, J.M.E.** (2012). What is the Impact of Affect on Investors’ Common Stock Purchase and Sale Decisions?, in Proceedings of the 9th International Conference on Applied Financial Economics (AFE), pp.xx-xx, June 28-30, 2012, Samos Island, Greece (forthcoming)
26. Kalogeras, N., **J.M.E. Pennings**, and K. van Ittersum (2011), “Understanding & Managing Risk Behavior in Times of Product-harm Crisis: The Case of Mad Cow Disease,” In proceedings of XXIIth Congress of the European Association of Agricultural Economists “Change and Uncertainty”, Zurich, Switzerland, August 30-September 2.
27. Hoffmann A.O., T. Post, and **J.M.E. Pennings** (2011), “Individual Investor Perceptions, Behavior, and Performance During the Financial Crisis,” 18th Annual Meeting of the German Finance Association (DGF), September 30-October 1, Regensburg, Germany.
28. Hoffmann, A.O., T. Post and **J.M.E. Pennings** (2011), “Individual Investor Perceptions, Behavior, and Performance During the Financial Crisis,” 12th Symposium on Finance, Banking, and Insurance, Karlsruhe, Germany on December 15-16.
29. Kalogeras, N., **Pennings, J.M.E**, Kuikman, J., van Ittersum, K., (2011). “Individual Investors’ Risk Behavior in Times of Crises: A Cross-cultural Study”. 33rd Annual *INFORMS Marketing Science Conference*, RICE/Jones Graduate School of Business, Houston, Texas, June, 9-11, pp. 60.
30. **Pennings, J.M.E.** and N. Kalogeras (2011), “Hedging Food Products During Crises,” Special session at XXIIth Congress of the European Association of Agricultural Economists “Change and Uncertainty”, Zurich, Switzerland, August 30-September 2.

31. Kalogeras, N., Odekerken-Schroder, G., **Pennings, J.M.E.** (2011). "State of the Art Benefit/Risk Analysis in Business Economics & Marketing-Finance". Presentation at the Final Workshop of the BEPRARIBEAN/EU funded project, May 29-31, Maastricht, The Netherlands.
32. Hoffmann, O.A., T. Post, and **J.M.E. Pennings** (2011), "Individual Investors and the financial Crisis: How Perceptions Change, drive Behavior and Impact Performance," 26th Congress of the European Economic Association - 65th Congress of the European Meeting of the Econometric Society, University of Oslo, Norway, August 25 -29.
33. Kuiper, W.E., **J.M.E. Pennings** and F. Verhees (2011), "A New Econometric Test for Asymmetric Price Adjustment by Cointegration Vector Restrictions with an Application to the US and Dutch Pork Chains," In proceedings of XXIIth Congress of the European Association of Agricultural Economists "Change and Uncertainty", Zurich, Switzerland, August 30-September 2.
34. **Pennings, J.M.E.**, B. Wansink, and A.O.I. Hoffmann (2011), "A Marketing-Finance Approach Linking Contracts in Agricultural Channels to Shareholder Value," In proceedings of XXIIth Congress of the European Association of Agricultural Economists "Change and Uncertainty", Zurich, Switzerland, August 30-September 2.
35. **Pennings, J.M.E.**, P. Garcia, and S. Irwin (2011), "Accounting for Heterogeneity in Hedging Behavior: Comparing & Evaluating Grouping Methods," " In proceedings of XXIIth Congress of the European Association of Agricultural Economists "Change and Uncertainty", Zurich, Switzerland, August 30-September 2.
36. Kalogeras, N. and **J.M.E. Pennings** (2011), "Is the Ownership Structure Model a Decisive Determinant of Co-Operatives' Financial Success? A Financial Assessment In the EU Context", AAEA Selected Paper at the 2011 AAEA & NAREA Joint Annual Meeting, Pittsburgh, USA, July 24-26.
37. Kalogeras, N., **J.M.E. Pennings**, and K. van Ittersum (2011), "Consumer Risk Reactions to Food Product-Harm Crises Over Time: Evidence from Cross-Cultural Field Studies", AAEA Selected Poster at the 2011 AAEA & NAREA Joint Annual Meeting, Pittsburgh, USA, July 24-26.
38. Franken, J., **J.M.E. Pennings** and J.P. Garcia (2011), "Risk attitudes & the Structure of Decision Making: Evidence from the Hog Industry", AAEA Selected Poster at the 2011 AAEA & NAREA Joint Annual Meeting, Pittsburgh, USA, July 24-26.
39. Hoffmann, A.O.I., T. Post and **J.M.E. Pennings** (2011), "Individual Investor Perceptions, Behavior, and Performance during the Financial Crisis," 26th Meeting of the European Economic Association in Oslo, Norway, August 25-29.
40. Wies, S., A.O.I. Hoffmann, J. Aspara and **J.M.E. Pennings** (2011). "Preventing Raised Voices from Echoing: Advertising as Response to Shareholder Activism". Marketing Strategy Meets Wall Street II Conference at Boston University, USA, May 12-14.

41. Wies, S., A. O. I. Hoffmann, J. Aspara and **J.M.E. Pennings** (2011) "Preventing Raised Voices from Echoing: Advertising as Response to Shareholder Activism," INFORMS Marketing Science Conference 2011, Jesse H. Jones Graduate School of Business, Rice University, Houston, USA, June 9-11.
42. Van Ittersum, K., **J.M.E. Pennings**, and B. Wansink (2011), "Budget Shoppers' Spending Biases," *Society for Consumer Psychology Winter Conference*, Atlanta, USA, p. 101.
43. Hoffmann A.O., **J.M.E. Pennings** and T. Post (2011). "Individual Investor Behaviour and Perceptions during the Financial Crisis". 1st European Retail Investment Conference (ERIC), Stuttgart, Germany, February 24-25.
44. Hoffmann A.O., **J.M.E. Pennings** and T. Post (2010). "Individual Investor Behaviour and Perceptions during the Financial Crisis". NETSPAR Conference, Maastricht, The Netherlands, November 4.
45. Kalogeras, N., **J.M.E Pennings**, J. Kuikman, M. Doumpos (2010). "Evaluating the Performance of Cooperative Models with Different Equity Structures: A Multi-criteria Analytical Framework," *9th International Conference on Chain and Network Management (WICaNeM 2010)*, Wageningen, The Netherlands, May 26-28.
46. Kalogeras, N., **Pennings, J.M.E.**, Doumpos, M. (2010). "Does the Ownership Structure of Cooperative Firms Drive their Financial Success? A Multi-criteria Decision-Aid Approach". *Benelux Corporate Finance Day 2010*, Groningen, The Netherlands, September 17.
47. Hoffmann, A., **J.M.E. Pennings** and S. Wies (2010). "The Role of Marketing in Managing Investor Relations," *32nd INFORMS Marketing Science Conference*, Cologne, Germany, June 17-19.
48. Kalogeras, N., **J.M.E. Pennings**, K. van Ittersum. (2010) "Consumer Risk Behavior during Product-Harm Crises: A Natural Experiment," *32nd INFORMS Marketing Science Conference*, pp.91. Cologne, Germany, June 17-19.
49. Merrin, R.P., A.O.I Hoffmann, and **J.M.E. Pennings** (2010). "Managing Market-Based Assets: Lessons from Affective Effects in the Cross-Section of Stock Returns" *32nd INFORMS Marketing Science Conference*, Cologne, Germany, June 17-19.
50. Kalogeras, N., T. Benos, J.M.E. Pennings, and G. Litsos, G. (2010). "Cooperative Members' Attitudes and Perceptions for the Creation of a New Business Venture" *9th International Conference on Chain and Network Management (WICaNeM 2010)*, Wageningen, The Netherlands, May 26-28.
51. Kalogeras, N., Oderkerken-Schroder, G., **Pennings, J.M.E.** (2009) "Decoupling Consumers' Risk-Benefits in the Food Retailing Sector: A Generic Framework". *17th International Colloquium in Relationship Marketing*, In G Schröder, D Ballantyne & H Löber (Eds.), *Building Bridges Connects People*. Maastricht: Maastricht University, The Netherlands, September 16-19.

52. **Pennings, J.M.E.** (2009), "Managing Market Risks: Threat or Opportunity for Dutch Agriculture? The Role of Futures Markets," Farewell Symposium prof. dr. ir. A. J. Oskam, Wageningen, The Netherlands, October 22.
53. Kalogeras, N. and J.M.E. Pennings, and K. Van Ittersum (2009). *Consumer Risk Behavior: A Dynamic Research Approach*. Athens, Greece, Series of International Seminars in Marketing & Communication, June.
54. Franken, J.R., **J.M.E. Pennings** and P. Garcia (2009), "What Drives How Much Crop Producers Sell in Spot, Forward, and Futures Markets?" AAEA Selected Paper at the 2009 AAEA & ACCI Joint Annual Meeting in Milwaukee, Wisconsin, USA, July 26-28 (<http://purl.umn.edu/49237>; <http://econpapers.repec.org/paper/agsaaca09/49237.htm>).
55. Benos, T., N. Kalogeras, F.J.H.M Verhees and **J.M.E. Pennings** (2009), "Marketing Cooperatives' Re-engineering: Influences among Organizational Attributes, Strategic Attributes & Performance," An International Workshop: Rural Cooperation in the 21st Century: Lessons from the Past, Pathways to the Future. Rehovot, Israel, June 15-17.
56. Kuikman, J., N. Kalogeras and **J.M.E. Pennings** (2009), "Does the structure of cooperatives drive their financial success? A multicriteria decision aid approach" 113th EAAE Seminar on "A Resilient European Food Industry and Food Chain in a Challenging World" p. 91. Mediterranean Agronomic Institute of Chania (MAICh), Crete, Greece, September 3-6.
57. Hooigeboom, R., **J.M.E. Pennings**, (2009). "Measuring the Performance of Marketing-Finance Integration within Firms," INFORMS 2009 Marketing Science Conference, Ann Arbor, Michigan, USA, June 4-6.
58. Hoffmann, A.O.I and **J.M.E. Pennings** (2009), "Shareholder Activism and the Role of Marketing: A Framework for Analyzing and Managing Investor Relations," Marketing Strategy Meets Wall Street Academic Conference at Emory University, Atlanta, Georgia, USA, January 23-24.
59. Franken, J.R., **J.M.E. Pennings** and P. Garcia (2008), "Do Transaction Costs and Risk Preferences Influence Marketing Arrangements in the Illinois Hog Industry? *NCCC-134 Conference on Commodity Price Analysis, Forecasting, and Market Risk Management*, St. Louis, MO, USA, April 21-22.
60. Van Ittersum, K., and **J.M.E. Pennings** (2008), "Does Priming Reference Points Alter Attribute-Value Functions, and As a Result Attribute Importance and Choice?" *Advances in Consumer Research*, Vol. 35, 701-702.
61. Kalogeras, Nikos, Joost M.E. Pennings, and Koert van Ittersum (2008). "Consumer Food Safety Attitudes and Perceptions Over Time: The Case of BSE Crisis," In proceedings of XXIth Congress of the *European Association of Agricultural Economists* (EAAE 2008 Congress), Ghent, Belgium, August 26-29, 2008, pp. 195. (Full paper in CD format/No of Paper: 203).

62. Kalogeras, N., **J.M.E. Pennings**, K. van Ittersum (2008), "Consumer Risk Behavior Over Time: A Natural Experiment" In Proceedings of 37th EMAC Conference: *Marketing Landscapes: A Pause for Thought*, University of Brighton, United Kingdom, May 27-30, pp. 456.
63. Van Ittersum, K., **J.M.E. Pennings** and Brain Wansink (2008), "Adaptive Estimation Behavior," *Proceedings INFORMS Marketing Science Conference*, pp. 42-43, Vancouver, British Columbia, Canada, June 12-14.
64. Kalogeras, N. **Pennings, J.M.E.**, Van Ittersum, K. (2008). "Consumer Risk Behavior in Times of Crises: A Cross-Cultural Study," *Proceedings INFORMS Marketing Science Conference*, Vancouver, British Columbia, Canada, June 12-14, pp. 75.
65. Mattos, F. P. Garcia and **J.M.E. Pennings** (2008), "Dynamic Decision Making in Agricultural Futures and Options Markets? *NCCC-134 Conference on Commodity Price Analysis, Forecasting, and Market Risk Management*, St. Louis, MO, USA, April 21-22.
66. Van Ittersum, K., and **J.M.E. Pennings** (2007), The Effect of Primed Reference Points on the Shape of Attribute-Value Functions, Attribute Importance, and Choice, Proceedings of the 36th EMAC Conference, 67.
67. Tonsor, G.T., T.C. Schroeder, **J.M.E. Pennings** and J. Mintert (2007), "Consumers Valuations and choice Processes of Food Safety Enhancement Attributes: An International Study of Beef Consumers" Joint *American Agricultural Economic Association/ Western Agricultural Economics Association* Annual meeting, Portland, Oregon, USA, July 29-August 1.
68. Schroeder, T.C., G.T. Tonsor, **J.M.E. Pennings** and J. Mintert (2007), "The Role of Consumer risk Perceptions and Attitudes in Cross Cultural Beef Consumptions Changes," Joint *American Agricultural Economic Association/ Western Agricultural Economics Association* Annual meeting, Portland, Oregon, USA, July 29-August 1.
69. Van Ittersum, K., and **J.M.E. Pennings** (2007), "The Effect of Primed Reference Points on the Shape of Attribute-Value Functions, Attribute Importance, and Choice," *Proceedings of the 36th European Marketing Association Conference*, Reykjavik, Iceland, May 22-25.
70. Mattos, F., P. Garcia and **J.M.E. Pennings**, (2007). "Trading Behavior in Futures Markets: Its Determinants and Implications," Proceedings *NCCC-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, Chicago, Illinois, USA, April 16-17.
71. Mattos, F., P. Garcia and **J.M.E. Pennings**, (2006). "Futures Hedging in a Prospect Framework," Proceedings *NCCC-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, St. Louis, Missouri, USA, April 17-18.
72. Kalogeras, N., **Pennings, J.M.E.**, Lans van der, I.A., & G. Baourakis, (2006). "Designing The Structure of Marketing Cooperative Institutions: A Behavioral Approach," Proceedings *35th European Marketing Academy (EMAC) Conference: Sustainable Marketing Leadership, A Synthesis of Polymorphous Axioms, Strategies and Tactics*, Athens, Greece, May 23-26.

73. Egelkraut, T.M., B.J. Sherrick, P. Garcia, and **J.M.E. Pennings**, (2006). "Producers' Yield and Yield Risk: Perceptions versus Reality," *American Agricultural Economics Association (AAEA) Annual Meeting*, July 23-26, Long Beach, California, USA.
74. Kalogeras, N., **J.M.E. Pennings** and P. Garcia, (2006). "Strategic Marketing Decisions: A Framework to Predict and Explain SMEs Channel Choice," *INFORMS 2006 Marketing Science Conference*, June 8-10, 2006, Pittsburgh, Pennsylvania, USA.
75. Verhees, F.J.H.M., Meulenber, M.T.G. and **J.M.E. Pennings**, (2006). "How Do Marketing Channel Structures Influence Producers' Market Orientation and Innovation?" *Conference of Food and Agricultural Marketing Policy Section and S-1016 Regional Research Committee on Trade and Domestic Policy*, March 21-22, Arlington, Virginia, USA.
76. Kalogeras, N., **J.M.E. Pennings** and P. Garcia, (2006). "What Drives Strategic Behavior? A Framework to Explain & Predict SMEs Transition to Sustainable Production Systems," *American Agricultural Economics Association (AAEA) Annual Meeting*, July 23-26, Long Beach, California, USA.
77. Egelkraut, T.M., B.J. Sherrick, P. Garcia, and **J.M.E. Pennings**, (2006). "Farmers' Subjective Perceptions of Yield and Yield Risk" *Proceedings NCCC-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, April 17-18, St. Louis, Missouri, USA.
78. Kuwornu, J.K.M., W. E. Kuiper, **J.M.E. Pennings** and M.T.G. Meulenber, (2006). "Strategic Interactions, Risks and Coordination Costs in Food Marketing Channels: The Mediating Role of Futures Markets," *99th European Association of Agricultural Economists (EAAE) Seminar: Trust and Risk in Business Networks*, May 14-16, Bonn, Germany.
79. Kalogeras, N., **J.M.E. Pennings**, and G. Van Dijk, (2006). "Multi-layer Entrepreneurial Marketing Institutions: The Case of Dutch Cooperative Firms," *98th European Association of Agricultural Economists (EAAE) Seminar Marketing Dynamics within the Global Trading System: New Perspectives*, June 29th - July 2nd , Chania, Crete, Greece.
80. Kuwornu, J.K.M., W. E. Kuiper, **J.M.E. Pennings**, (2006). "Risk Management Using Futures Contracts: The Role of Spot Market Contracts and Production Horizons," *99th European Association of Agricultural Economists (EAAE) Seminar, Trust and Risk in Business Networks*, May 14-16, Bonn, Germany.
81. Franken, J.R.V. and **J.M.E. Penning**, (2005). "Evolving Marketing Channel Structures: Transaction Costs, Interdependences, & Risk Preferences," *Proceedings NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, April 18-19, St. Louis Missouri, USA.
82. **Pennings, J.M.E.**, O. Isengildina, S.H. Irwin, P. Garcia, J. M. Frank and W.E. Kuiper, (2005). "Complex Choices: Producers' Risk Management Strategies," *American Agricultural Economics Association (AAEA) Annual Meeting*, July 24-27, Providence, Rhode Island, USA.

83. Kalogeras, N., **J.M.E. Pennings**, G. van Dijk, G., and I.A. van der Lans, (2005). "Modeling the Effects of Heterogeneity on Producers' Preferences," *8th Annual Farmer Cooperatives Conference: NCERA-194 Research on Cooperatives*, November 7-8, Minneapolis, Minnesota, USA.
84. **Pennings, J.M.E.** and T.M. Egelkraut, (2005). "Why Do Commodity Futures Markets Exist? Their Role in Managing Marketing Channel Relationships," *American Agricultural Economics Association (AAEA) Annual Meeting*, July 24-27, Providence, Rhode Island, USA.
85. F.J.H.M. Verhees, M.T.G. Meulenberg, and **J.M.E. Pennings** (2005), "The Influence of Market Factors on Intention to Adopt a "Radical" Product Innovation by Farmers," *American Agricultural Economics Association (AAEA) Annual Meeting*, July 24-27, Providence, Rhode Island, USA.
86. Van Ittersum, K., **J.M.E. Pennings**, and Brian Wansink, (2005). "Estimating the Compiled Value of 10+ Items with Different Prices," *INFORMS 2005 Marketing Science Conference*, June 16 -18, Atlanta, Georgia, USA.
87. Franken, J.R.V. and **J.M.E. Penning**, (2005). "Changing Agricultural Marketing Channel Structures: Interdependences & Risk Preferences," *American Agricultural Economics Association (AAEA) Annual Meeting*, July 24-27, Providence, Rhode Island, USA.
88. Dorfman, J.H., **J.M.E. Pennings** and P. Garcia, (2005). "Is Hedging A Habit? Hedging Ratio Determination of Cotton Producers," *Proceedings NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, April 18-19, St. Louis, Missouri, USA.
89. Woodard, J.D., T.M. Egelkraut, P. Garcia, and **J.M.E. Pennings**, (2005). "Portfolio Diversification with Commodity Futures: Leveraging Futures' Unique Properties," *Proceedings NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, April 18-19, St. Louis, Missouri, USA.
90. **Pennings, J.M.E.** and P. Garcia, (2004). "Strategic vs. Tactical Decisions: What Can Utility Functions Tell Us," *American Agricultural Economics Association 2004 Annual Meeting*, August 1-4, Denver, Colorado, USA.
91. J.K.M. Kuwornu, W. E. Kuiper, **J.M.E. Pennings** and M.T.G. Meulenberg, (2004). "Incentive Provision and Coordination Costs in Food Marketing Channels: A Multi-Stage Channel Agency Theory Perspective," *45th Annual Conference of the Food Distribution Research Society*, October 10-13, Morro Bay, California, USA.
92. **Pennings, J.M.E.**, O. Isengildina, S.H. Irwin and D.L. Good, (2004). "The Impact of Marketing Advisory Service Recommendations on Producers' Marketing Decisions," *American Agricultural Economics Association (AAEA) Annual Meeting*, August 1-4, Denver, Colorado, USA.

93. Kuwornu, J.K.M., W.E. Kuiper and **J.M.E. Pennings**, (2004). "Incentive Provision and Expense Shifting in Food Marketing Channels: An Agency Theory Perspective," *Proceedings of the 45th Annual Conference of the Food Distribution Research Society*, October 10-13, Morro Bay, California, USA.
94. F.J.H.M. Verhees, M.T.G. Meulenberg, and **J.M.E. Pennings**, (2004). "The Role of Current Customers for Radical Product innovations in Small-Firms," *American Agricultural Economics Association (AAEA) Annual Meeting*, August 1-4, Denver, Colorado, USA.
95. Kalogeras, N., G. van Dijk, **J.M.E. Pennings**, I. A. van der Lans, (2004). "Restructuring Marketing Cooperatives: An Empirical Investigation," *European Science Foundation (ESF) - EURESCO Conference. Vertical Markets and Cooperative Hierarchies: The Role of Cooperatives in the International Agri-Food Industry*, September 3-7, Chania, Crete, Greece.
96. **Pennings, J.M.E.** and van Ittersum, K., (2004). "Understanding & Managing Consumer Risk Behavior," *American Agricultural Economics Association (AAEA) Annual Meeting*, August 1-4, Denver, Colorado, USA, August 1-4.
97. **Pennings, J.M.E.** and P. Garcia, (2004). "Strategic vs. Tactical Risk Management Decisions: What Can Utility Functions Tell Us," *Proceedings NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, St. Louis, Missouri, USA, April 19-20.
98. Kalogeras, N., I. A. van der Lans, **J.M.E. Pennings**, and G. van Dijk, (2004). "Members' Preferences for Co-operative Structures: An Experimental Conjoint Study," *American Agricultural Economics Association (AAEA) Annual Meeting*, Denver, Colorado, USA, August 1-4.
99. Kuwornu, J.K.M., W.E. Kuiper, and **J.M.E. Pennings**, (2004). "Transformations and Risk Shifting in Food Marketing Channels," *INFORMS 2004 Marketing Science Conference*, Rotterdam, The Netherlands, June 23-26.
100. Van Ittersum, K., **J.M.E. Pennings**, B. Wansink, and H. C.M. van Trijp, (2004). "Reference Points and The Importance of Attributes in Consumer Judgment and Choice," *INFORMS 2004 Marketing Science Conference*, Rotterdam, The Netherlands, June 23-26.
101. Kalogeras, N., I. A. van der Lans, **J.M.E. Pennings**, G. van Dijk, (2004). "Creating New Structures for Marketing Firms: An Experimental Conjoint Study," *Proceedings 33rd European Marketing Academy Conference (EMAC)*, Murcia, Spain, May 18-21.
102. Kuwornu, J.K.M., W.E., Kuiper, **J.M.E. Pennings** and M.T.G. Meulenberg, (2004). "Agency Theory, Futures Markets and Risk Shifting in Commodity Marketing Channels," *6th International Conference on Chain and Network Management in Agribusiness and the Food Industry: Dynamics in Chains and Networks*, Ede, The Netherlands, May 27-28.

103. Marsh, J.W., **J.M.E. Pennings** and P. Garcia, (2004). "Perceptions of Futures Market Liquidity: An Empirical Study of CBOT & CME Traders," *Proceedings NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, St. Louis, Missouri, USA, April 19-20.
104. Kalogeras, N., **J.M.E. Pennings**, I. van der Lans, and G. van Dijk, (2004), "A Member & Market Oriented Structure of Marketing Co-operatives: An Experimental Study," *INFORMS 2004 Marketing Science Conference*, June 23-26, Rotterdam, The Netherlands.
105. Kuwornu, J.K.M., W. E. Kuiper, and **J.M.E. Pennings**, (2004). "Transformations in Agri-food Chains: Theory and Application," *Proceedings 33rd European Marketing Academy Conference (EMAC)*, May18-21, Murcia, Spain.
106. **Pennings, J.M.E.**, (2003). "Decision-making in Times of Uncertain Crises: Consumers' Risk Attitudes & Risk Perceptions," *Key note session: Homeland Security and Ag Bio-Terrorism, 55th Annual Illinois Crop Protection Technology Conference*, January 7-8, Urbana-Champaign, Illinois, USA, pp 5-12.
107. Kuiper, W.E., J.K.M. Kuwornu, and **J.M.E. Pennings**, (2003). "Time Series Analysis of a Principal-Agent Model to Assess Risk Shifting and Bargaining Power in Commodity Marketing Channels," *On the Wealth of Nations- Extending the Tinbergen Heritage* (100 years from the birth of Jan Tinbergen, first Nobel Laureate in Economics), April 11-12, Rotterdam, The Netherlands.
108. **Pennings, J.M.E.**, P. Garcia and J. W. Marsh, (2003). "The Underlying Structure of Market Depth," *Proceedings NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, April 21-22, St. Louis, Missouri, USA.
109. Van Ittersum, K., **J.M.E. Pennings**, B. Wansink, and H. C.M. Van Trijp, (2003). "A Multidimensional Approach to Measuring Attribute Importance," *Advances in Consumer Research Conference*, October 8-11, Toronto, Canada.
110. Van Ittersum, K., **J.M.E. Pennings**, B. Wansink, and H. C.M. Van Trijp, (2003). "Improving Attribute-Importance Measurement; A Reference-Point Approach," *Advances in Consumer Research Conference*, October 8-12, Toronto, Canada.
111. Van Ittersum, K., **J.M.E. Pennings**, B. Wansink, and H.C.M. van Trijp, (2003). "The Effect of Reference Points on the Importance of Attributes," *Institute for Operations Research & the Management Sciences Annual Meeting*, June 28-30, Atlanta, Georgia, USA.
112. Kuiper, W.E., J.K.M. Kuwornu, and **J.M.E. Pennings**, (2003). "Time Series Analysis of a Principal-Agent Model to Assess Risk Shifting and Chain Reversal in Commodity Marketing Channels," *80th European Association of Agricultural Economists (EAAE): New Policies and Institutions for European Agriculture*, September 24-26, Ghent, Belgium.
113. **Pennings, J.M.E.**, P. Garcia, S. H. Irwin, and D. L. Good, (2003). "How to Group Producers?" *American Agricultural Economics Association (AAEA) Annual Meeting*, July 27-30, Montreal, Canada.

114. Kuiper, W.E., J.K.M. Kuwornu, and **J.M.E. Pennings**, (2003). "Time Series Analysis of a Principal-Agent Model to Assess Risk Shifting and Bargaining Power in Commodity Marketing Channels" *American Agricultural Economics Association (AAEA) Annual Meeting*, July 27-30, Montreal, Canada.
115. Ittersum, K., **J.M.E. Pennings**, B. Wansink, and H.C.M. van Trijp, (2002). "The Effect of Reference Points on the Importance of Attributes," Proceedings, *INFORMS 2002 Marketing Science Conference*, June 27-30, Edmonton, Canada.
116. **Pennings, J.M.E.**, S. Irwin, and D.L. Good, (2002). "Producers Use of Risk Management Tools: What, When and Why?" Proceedings *NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, April 22-23, St. Louis, Missouri, USA.
117. Nageotte, C., S. Thompson, **J.M.E. Pennings**, and R. Westgren, (2002). "Familiarity vs. Efficiency: Evidence of Economic Paradoxes in Agricultural Supply Chains," Proceedings *5th International Conference on Chain Management in Agribusiness and the Food Industry*, June 7-8, Noordwijk aan Zee, The Netherlands.
118. **Pennings, J.M.E.** (2002), "Comments on Pricing and Risk Management Instruments of the Future: What are the Analytical Needs," *Annual Office for Futures and Options Research Symposium*. in honor of Raymond M. Leuthold and in recognition of the 30th Anniversary of the IMM, May 16, Chicago, Illinois, USA.
119. **Pennings, J.M.E.** and B. Wansink, (2002). "Using Financial Facilitating Services to Leverage Shareholder Value in Channel Contracting Relationships," *2002 Marketing Science Conference*, June 27-30, Edmonton, Canada.
120. **Pennings, J.M.E.** and B. Wansink, (2002). "Transforming Financial Objectives into Marketing Decisions: The Role of Channel Contracts and Derivatives," *Marketing Science Institute Conference, Measuring Marketing Productivity: Linking Marketing to Financial Returns*, October 4-5, Dallas, Texas, USA.
121. **Pennings, J.M.E.** and P. Garcia, (2001). "Unobserved Heterogeneity: Evidence and Implications for Hedging Behavior," Proceedings *NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, April 23-24, St. Louis, Missouri, USA.
122. Kuiper, E.W., **J.M.E. Pennings**, and M.T.G. Meulenberg, (2001). "Identification by Full Adjustment: Evidence from the Relationship between Futures and Spot Prices," *12th EC² Conference on Causality and Heterogeneity in Econometrics*, December 13-15, Louvain-la-Neuve, Belgium.
123. **Pennings, J.M.E.**, D.L. Good, and S. H. Irwin, (2001). "Modeling Farmers' Use of Market Advisory Services," Proceedings *NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, April 23-24, St. Louis, Missouri, USA.

124. Van der Lans, I., P.J.F. Groenen, and **J.M.E. Pennings**, (2001). "Multidimensional Scaling with Multiple Axial Partitioning Constraints: With an Application to Financial Product Development," *Proceedings, 2001 Marketing Science Conference*, July 5-8, Wiesbaden, Germany.
125. **Pennings, J.M.E.** and D.N. Kleinmuntz, (2001). "Risk Attitudes, Risk Perceptions, Revealed Preferences & Use of Derivatives," *Proceedings 2001 Institute for Operations Research and the Management Sciences Conference (INFORMS)*, November 4-7, Miami Beach, Florida, USA.
126. **Pennings, J.M.E.** and B. Wansink, (2000). "Market Perceived Risk Response and Channel Behavior," *Proceedings 7th Biennial Behavioral Decision Research in Management Conference*, May 19-21, Tucson, Arizona, USA.
127. **Pennings, J.M.E.** and A. Smidts, (2000). "Risk attitude and Industrial Market Choice Behavior: The Role of Reference Points," *Proceedings, 2000 Marketing Science Conference*, June 22-25, Los Angeles, California, USA.
128. **Pennings, J.M.E.** and B. Wansink, (2000). "How Does Power and Shareholder Value Influence Channel Contracting," *Proceedings INFORMS 2000 Marketing Science Conference*, June 22-25, Los Angeles, California, USA.
129. Van der Lans, I., P.J.F. Groenen, and **J.M.E. Pennings**, (2000). "Reverse Engineering and Financial Accountability: Multiple Axial Partitioning Constraints in Multidimensional Scaling," *Proceedings INFORMS 2000 Marketing Science Conference*, June 22-25, Los Angeles, California, USA.
130. **Pennings, J.M.E.** and R.M. Leuthold, (2000). "A Behavioral Approach towards Futures Contract Usage," *Proceedings, Growth, Performance and Concentration of International Financial Markets*, Monash European Studies Centre, Via Pugliesli, Prato (Florence), Italy, November 22-24.
131. Sanders, D.R. and **J.M.E. Pennings**, (1999). "They Trade Shrimp in Minneapolis? An Examination of the MGE White Shrimp Futures Contract," *Proceedings NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, p. 413-424, April 19-20, Chicago Mercantile Exchange, Chicago, Illinois, USA.
132. **Pennings, J.M.E.**, (1999). "A Behavioral Decision-Making Modeling Approach Towards Hedging Services," *6th Annual Conference of Deutsche Gesellschaft für Finanzwirtschaft e.V. (German Finance Association)*, Aachen, Germany.
133. **Pennings, J.M.E.** and R.M. Leuthold, (1999). "Optimal Futures Contract Design: A Multidisciplinary Marketing – Finance Approach," *Proceedings NCR-134 Conference: Applied Commodity Price Analysis, Forecasting, and Market Risk Management*, p. 273-288, April 19-20, Chicago Mercantile Exchange, Chicago, Illinois, USA.
134. **Pennings, J.M.E.** and B. Wansink, (1999). "Risk Attitudes and Channel Behavior." *Proceedings, 1999 Marketing Science Conference* May 20-23, Syracuse, New York, USA.

135. Meulenber, M.T.G. and **J.M.E. Pennings**, (1998). "Are There Limits to Price Risk Reduction: Market Opportunities for European Commodity Futures Markets," Proceedings *Risikomanagement an Warenterminbörsen*, University of Kiel (ed), p. 1-12, November, Kiel, Germany.
136. Candel, M.J.J.M. and **J.M.E. Pennings**, (1997). "An Empirical Test of Attitude-Based Choice Models," 35th *European Mathematical Psychology Group Meeting*, Catholic University of Nijmegen, September 2-5, Nijmegen, The Netherlands.
137. **Pennings, J.M.E.**, and M.J.J.M. Candel, (1997). "Modeling Choices of Small and Medium Sized Enterprises for Financial Services," Proceedings *INFORMS 1997 Marketing Science Conference*, March 21-24, Berkeley, California, USA.
138. **Pennings, J.M.E.** and M.J.J.M. Candel, (1997). "Modeling Choices of Small and Medium Sized Enterprises for the Hedging Service Provided by Futures Contracts," Proceedings *26th European Marketing Academy (EMAC) Conference*, University of Warwick (Ed), p.1905-1914, May 20-23, Warwick, United Kingdom.
139. **Pennings, J.M.E.**, M.G.M. Wetzels, and M.T.G. Meulenber, (1997). "The Marketing-Finance Interface Towards Financial Services," Proceedings of the *26th European Marketing Academy Conference*, University of Warwick (Ed), p. 1915-1924, May 20-23, Warwick, United Kingdom.
140. **Pennings, J.M.E.** and J. Rembeza, (1996). "Uwarunkowania Rozwoju Terminowego Rynku Produktow Rolnych," [Conditions for the Development of Agricultural Futures Markets] Proceedings *Towarowe Rynki Terminowe w Rolnictwie Polskim-Doswiadczenia, Mozliwosci, Zagrozenia Congress [Futures Markets in Polish Agriculture: Experiences and Possibilities]*, Gielda Poznanska (Ed), p. 19-27.Poznan, Poland.
141. **Pennings, J.M.E.** and M.T.G. Meulenber, (1996). "Futures and Options Risk: With an Application to Agricultural Commodities," Proceedings *European Association of Agricultural Economists (EAAE) Seminar: Agricultural Marketing and Consumer Behavior in a Changing World*, Wageningen University (Ed), p. 311- 322, March 13-15, Wageningen, The Netherlands.
142. **Pennings, J.M.E.**, W.E. Kuiper, F. ter Hofstede, and M.T.G. Meulenber, (1996). "The Underlying Structure of Futures Market Depth," Proceedings *Chicago Board of Trade Research Symposium*, Chicago Board of Trade (Ed), p. 59-96, Chicago, Illinois, USA.
143. **Pennings, J.M.E.**, W.E. Kuiper, F. ter Hofstede, and M.T.G. Meulenber, (1996). "Futures Market Depth: A Price Pattern Model," Proceedings *European Association of Agricultural Economists (EAAE) Seminar: Agricultural Marketing and Consumer Behavior in a Changing World*, Wageningen University (Ed), p. 333- 345, March 13-15, Wageningen, The Netherlands.
144. **Pennings, J.M.E.** and M.T.G. Meulenber, (1996). "Hedging Efficiency: A New Concept, A New Measure," Proceedings *European Association of Agricultural Economists (EAAE) Seminar: Agricultural Marketing and Consumer Behavior in a Changing World*, Wageningen University (Ed), p. 323- 332, March 13-15, Wageningen, The Netherlands.

145. Verhees, F., W.E. Kuiper, and **J.M.E. Pennings**, (1996). "The Market of Caraway: A Cointegration Analysis," Proceedings *European Association of Agricultural Economists Seminar (EAAE): Agricultural Marketing and Consumer Behavior in a Changing World*, Wageningen University (Ed), p. 287- 294, March 13-15, Wageningen, The Netherlands.
146. **Pennings, J.M.E.** and M.T.G Meulenberg, (1996). "A Futures Markets for Agricultural Production Rights: an Application to the Dutch, English and Welsh Milk Quota Market," Proceedings *8th Congress of the European Association of Agricultural Economists (EAAE)*, September 3-7, Edinburgh, United Kingdom.
147. Bulte, E., **J.M.E. Pennings**, and W.J.M. Heijman, (1995). "Managing Resources Price Risk: Futures Markets, Sustainability and Efficiency," Proceedings *6th Annual Conference of the European Association of Environmental and Resource Economists*, June 17-20, Umea, Sweden.

INVITED PRESENTATIONS AND LECTURES

1. Pennings, J.M.E. (2015), "Risicomanagement als Katalysator van Waardecreatie en Innovatie: Kapitaliseren op de volatiliteit van markten en hoe de toepassing van kennis een low risk / high return investering is," Maastricht University Dinner –Universiteitsfonds Limburg, April, 8.
2. Pennings, J.M.E. (2015), "Volatiliteit in Onze Markten: Een Uitdaging & Kans met Termijnmarkten" Verenigde Telers Akkerbouw (VTA), Heerle, The Netherlands, January 15.
3. Pennings, J.M.E. (2014), "Waardecreatie in relatie tot risicomanagement instrumenten en IFRS-regels," Rabobank Centraal Zuid-Limburg, Gulpen, The Netherlands, December 11.
4. Pennings, J.M.E. (2014), "Financial innovation as the Key Competence in Improving the Competiveness and Member Relationships of Cooperatives," Copa-Cogeca Presidency Business Forum, Brussels, Belgium, December 3.
5. Pennings, J.M.E. (2014), "Waardecreatie in Volatile Markten: De Rol van Termijnmarkten (Value Creation in Volatile Markets: The Role of Futures Markets)," NIMA Conference (Dutch Marketing Association), Baarn, The Netherlands, March 27.
6. Pennings, J.M.E. (2013), "Risicomanagement met goederentermijncontracten: Uitdagingen & Nieuwe Ontwikkelingen," Symposium Prijsrisicomanagement in de agrarische sector, LLTB- Nyenrode Business Universiteit, The Netherlands, June 12.
7. Pennings, J.M.E. (2012), "Risiko Management in Grondstoffencomplex: Kansen en Uitdagingen voor Diervoederindustrie," Floriade, Venlo, The Netherlands, April 26.
8. Pennings, J.M.E. (2012), "Risk management in Agriculture and agribusinesses: The role of Commodity Futures Markets," Universiteit Gent, Instituut voor Permanente Vorming – IVPV, Belgium, March 27.

9. Pennings, J.M.E. (2012), "Risk Management: How Can Farmers Use Commodity Futures," Agriplatform, Nederweert, The Netherlands, October 30.
10. Pennings, J.M.E. (2011), "Linking Channel Contracting to Shareholder Value: A Marketing-Finance approach: The Role of Financial Facilitating Services," Marketing Seminar, University of Groningen, The Netherlands, March 22.
11. Pennings, J.M.E. (2011), Expert at Food Crisis Panel in Dutch Parliament, The Hague, The Netherlands, March 3.
12. Pennings, J.M.E. (2011), "Prijs-en inkomenstabilisatie via Termijnmarkten (price and income stabilization by means of futures markets)," Wageningen Business School, EU-beleid voor Landbouw, Voedsel en Groen, The Netherlands, 9-11 February.
13. Pennings, J.M.E. (2011), "Waarde Creatie middels Risico Management," Chamber of Commerce (Kamer van Koophandel), Nieuwjaarsbijeenkomst, Venlo, The Netherlands, 10 January.
14. Pennings, J.M.E. (2010), "Value Creation By Means of Price Risk Management: The Role of Commodity Futures," Executive MBA voor Aalto University, Maastricht University, Maastricht, The Netherlands, October 6.
15. Pennings, J.M.E. (2010), "Value Creation by Means of Risk Management," MKB-Portal Entrepreneurship for the Future, Maastricht University, Maastricht, The Netherlands, September 6.
16. Pennings, J.M.E. (2010), "Risk Management in EU Agriculture: The Role of Futures Markets," Workshop for 27 EU Member States at High Level Conference on the Future of the GAP, The Hague, The Netherlands, January 27.
17. Pennings, J.M.E. (2010), "The Role of Commodity Futures: High Level Group meeting DG Agri (European Committee)" Meeting *High Level Expert Group* on MILK, Brussels, Belgium, January 3.
18. Pennings, J.M.E. (2010), "Commodity Futures in Europe", EU Stakeholder Conference DG Agri (European Committee), Brussels, Belgium, March, 26.
19. Pennings, J.M.E. (2009), "Price Risk Management for the Stainless Steel Industry," *Stainless Steel World Conference/Expo*, November 10-12, Maastricht, The Netherlands.
20. Kalogeras, N., Pennings, J.M.E., Van Ittersum, K. (2009). "Consumer Risk Behaviour: A Dynamic Research Approach". *Series of International Seminars in Marketing & Communication*, Dept. of Marketing, Athens University of Economics and Business (AUEB), June, 9, 2009, Athens, Greece.
21. Pennings, J.M.E. (2009), "Developing Successful Financial Products," International week on Pension Management (Netspar-UMBS), Maastricht University, The Netherlands, April, 2.

22. Pennings, J.M.E. (2009), "Managing Commodity Price Risks: Challenges and Opportunities," Wageningen Business School, EU-Beleid voor Landbouw, Voedsel en Groen, 11-13 February, Wageningen, The Netherlands.
23. Pennings, J.M.E. (2008), "Managing Commodity Price Risks," XII Congress of the European Association of Agricultural Economists," Gent, Belgium August 26.
24. Pennings, J.M.E. (2008), "The Marketing-Finance Interface" Food for financials seminars, Maastricht University Business School/ YACHT, Maastricht, The Netherlands, June 3.
25. Pennings, J.M.E. (2007), "Understanding risk attitudes & Risk Perceptions: Developing Successful Financial Products," Netspar-UMBS Private Retirement Provisions Conference, Kasteel Vaalsbroek, Vaals, The Netherlands, November 7.
26. Pennings, J.M.E. (2006), "How Consumers Respond to Risk," Crises & Risk Communication Forum, Illinois Homeland Security Center, Champaign, IL, USA, October, 24.
27. Pennings, J.M.E. (2006), "The Informational Content of Utility Measures," Oregon State University, OR, USA, October 6.
28. Pennings, J.M.E., (2006), "What Can Utility Functions Tell Us?" The First Annual Workshop on Decision Research, University of Illinois at Urbana-Champaign (Siebel Center), USA, February 10.
29. Pennings J.M.E., (2006), "Discussion on What's Psychology Worth?" People & Money: The Human Factor in Financial Decision-Making Conference. Driehaus Center for Behavioral Finance, DePaul University, Chicago, USA, March 24-25.
30. Pennings, J.M.E., (2005), "Predicting Strategic Behavior: What Can Utility Functions Tell Us?" Department of Psychology, Quantitative Seminar Series, University of Illinois at Urbana-Champaign, USA, December 5.
31. Pennings, J.M.E., (2005), "The Development of an Energy Derivatives Exchange," European Energy Derivatives Exchange, Amsterdam, The Netherlands, October 14.
32. Pennings, J.M.E. (2005), "What is the Influence of Managers' Risk Attitudes & Risk Perceptions on Actual Hedging Behavior," Iowa State University, April 28, Ames, Iowa, USA.
33. Pennings, J.M.E. (2004). "Financial Product Design: A Behavioral-Decision Making Model Approach." Tilburg Center of Finance Seminar, November 5, *Commodities Investing*, Tilburg University, Tilburg, The Netherlands.
34. Pennings, J.M.E. (2004). "Scale & Growth and Risk Management," Aardappeldemodag, NAO, Westmaas, The Netherlands, August 25,.

35. Pennings, J.M.E. (2004). "Marketing Strategies in Food & Agribusiness Chains" Wageningen Business School, January 15-16, Wageningen, The Netherlands.
36. Pennings, J.M.E. (2004). "Can We Enhance the Financial Performance by Hedging?". The Dutch National Potato Board, January 13, The Hague, The Netherlands.
37. Pennings, J.M.E. (2003), "Understanding & Managing Consumer Risk Behavior," Purdue University, March 12, West Lafayette, USA.
38. Pennings, J.M.E. (2002), "Financial Product Development," Rabobank-seminar (executive seminar), June 20, Utrecht, The Netherlands.
39. Pennings, J.M.E. (2002), "Channel Contracting, Financial Facilitating Services & Shareholder Value," PHLO seminar, January 11, Wageningen, The Netherlands.
40. Pennings, J.M.E. (2002), "Decisions in Farming: Risks & Financial Instruments", LLTB vakgroep akkerbouw, January 10, Baexem, The Netherlands.
41. Pennings, J.M.E. (2001), "Risk & Financial Derivatives," Rabobank-seminar (executive seminar), June 27, Utrecht, The Netherlands.
42. Pennings, J.M.E. (2001), "AST Executive Course: Risk Management," NAO-seminar (executive seminar), June 12, The Hague, The Netherlands.
43. Pennings, J.M.E. (2001), "Risk and Market Structures," WLTO-seminar (executive seminar), February 8, Zuid-Beyerland, The Netherlands.
44. Pennings, J.M.E. (2000), "Marketing Actions & Shareholder Value," PHLO-seminar (executive seminar), November 2, Wageningen, The Netherlands.
45. Pennings, J.M.E. (2000), "Commodity Index Futures Contracts: Hedging & Speculation Opportunities," Chicago Mercantile Exchange, June 19, Chicago, Illinois, USA.
46. Pennings, J.M.E. (2000), "Developments in Consumer Behavior and Market Structures for the Poultry Industry," invited speaker World Poultry Science Association, April 14, Amsterdam, The Netherlands.
47. Pennings, J.M.E. (1999), "Commodity Index Futures Contracts: Design & Developments," Chicago Mercantile Exchange, December 13, Chicago, Illinois, USA.
48. Pennings, J.M.E. (1999), "Risk Attitudes and Channel Behavior," invited speaker London Business School, July 27, London, United Kingdom.
49. Pennings, J.M.E. (1999), "Risico Management in de Nederlandse Landbouw: in het Bijzonder het Gebruik van Termijnmarkten" (Risk Management in Dutch Agriculture: with special reference to futures markets), invited speaker LTO Nederland, January 5, The Hague, The Netherlands.

50. Pennings, J.M.E. (1998), "A Marketing-Finance Approach Towards the Development of Financial Products," invited speaker Rabobank Nederland (Rabofacet), June 22, Zeist, The Netherlands.
51. Pennings, J.M.E. (1998), "Risk Management in the Dutch Agricultural: with Special Reference to Futures Contracts," invited speaker Ministry of Agriculture, Directorate of Trade and Industry, August 21, The Hague, The Netherlands.
52. Pennings, J.M.E. (1997), "Modeling Choices of Entrepreneurs for Hedging Services," Symposium Advances in Research in Marketing, keynote speaker Erasmus University Rotterdam, September 10, Rotterdam, The Netherlands.
53. Pennings, J.M.E. (1997), "Why Do New Futures Contracts Fail or Succeed? A Marketing-Finance Approach," keynote speaker Kiel University, July 1, Kiel, Germany.
54. Pennings, J.M.E. (1996), "The Viability of Whey Powder Futures Contracts," keynote speaker European Whey Powder Association (EWPA in Brussels), June 13, Amsterdam, The Netherlands.
55. Pennings, J.M.E. (1995), "Futures Markets for Manure Rights," invited speaker Mestbank, January 10, Nijkerk, The Netherlands.
56. Pennings, J.M.E. (1995), "Developments in Agricultural Futures and Options Markets in Europe", invited speaker London Commodity Exchange (LIFFE), February 21, London, United Kingdom.
57. Pennings, J.M.E. (1995), "Purpose and Functioning of Agricultural Futures Market," invited speaker Agrarisch Jongeren Kontakt, February 2, Assen, The Netherlands.
58. Pennings, J.M.E. (1994), "The Future of European Futures: with Special Reference to Rights Futures," invited speaker BELFOX (Belgian Futures and Options Exchange), June 13, Brussels, Belgium.
59. Pennings, J.M.E. (1994), "The Marketing Management Approach: Implications for a German Futures Market," invited speaker Forderverein Warenterminbourse, October 19, Warberg, Germany.
60. Pennings, J.M.E. (1994), "The Viability of an European Agricultural Futures Market in Hannover," invited speaker WTB-Hannover, November 30, Hannover, Germany.

SCIENTIFIC REPORTS

1. Van Ittersum, K, B. Wansink, **J.M.E. Pennings** and D. Sheehan (2012), “Smart Shopping Carts: How Real-Time Feedback Influences Spending,” *Marketing Science Institute Working Papers*, 2011, Report nr: 11-117.
2. Hoffmann A.O.I, T. Post and **J.M.E. Pennings** (2011), “Investorenverhalten während der Finanzkrise,” *Die Bank: Zeitschrift für Bankpolitik und Praxis*. 7, 8-11.
3. Eichholtz, P., T. Lindenthal and **J.M.E. Pennings** (2008), “Study on the Functioning of Land Markets in the EU member states under the Influence of Measures Applied under the Common Agricultural Policy,” p. 1-31, Maastricht University, Department of Finance.
4. Schroeder, T, G. Tonsor, J. Mintert and **J.M.E. Pennings** (2006), “Consumer Risk Perceptions and Attitudes about Beef Food Safety: Implications for Improving Supply Chain Management,” p. 1-62, Kansas State University Agricultural Experiment Station and Cooperative Extension service, November 2006, Kansas, USA.
5. **Pennings, J.M.E.** & Kalogeras, N., (2005). “*What Drives Strategic Behavior? A Framework to Explain & Predict SMEs Transition to Sustainable Production Systems*,” Marketing and Decision Sciences Group Research Report, Working Paper, p.1-54, August 2005, University of Illinois at Urbana-Champaign, Illinois, USA.
6. Isengildina, O, **Pennings, J.M.E.**, S.H. Irwin and D.L. Good (2004), “Crop Farmers’ Use of Market Advisory Services,” *AgMAS Project Research Report 2004-03*, p. 1-30, University of Illinois at Urbana-Champaign, Illinois, USA.
7. **Pennings, J.M.E.**, A.E. Reisner, B. Wansink, K. van Ittersum (2003), “Risk, Consumer Behavior & Agricultural Community Response,” Dudley Smith Initiative Synergy Consumer II Report, p 1-24, Urbana-Champaign, Illinois, USA.
8. **Pennings, J.M.E.**, (2001). “A Marketing-Finance Approach towards Channel Contract Relationships: A Model and Application,” *Chain and Network Science KLICT Working paper series*, Den Bosch, The Netherlands.
9. **Pennings, J.M.E.**, D.L. Good, S.H. Irwin and J.K. Gomez (2001), “The Role of Market Advisory Services in Crop Marketing and Risk Management: A Preliminary Report of Survey Results”, *AgMAS Project Research Report 2001-01*, p. 1-36, University of Illinois at Urbana-Champaign, Illinois, USA.
10. **Pennings, J.M.E.**, (2000), “Meat Indices Futures,” Chicago Mercantile Exchange / *University of Illinois at Urbana-Champaign Research Report* p. 1-70, Urbana-Champaign, Illinois, USA.
11. **Pennings, J.M.E.**, and R.M. Leuthold (2000), “A Behavioral Approach towards Futures Contract Usage,” *OFOR Paper Series* Number 2002-01, p. 1-28, Urbana-Champaign, Illinois, USA.

12. **Pennings, J.M.E.**, and R.M. Leuthold (2000), "Hedging Revisited: Resolving Contractual Conflicts," *OFOR Paper Series* Number 2001, p. 1-32, Urbana-Champaign, Illinois, USA.
13. **Pennings, J.M.E.**, and M.T.G. Meulenberg, (1999). "The Financial Industry Challenge of Developing Commodity Derivatives," *OFOR Paper Series* Number 9901, p. 1-27, Urbana-Champaign, Illinois, USA.
14. **Pennings, J.M.E.**, and R.M. Leuthold, (1999). "Commodity Futures Contract Viability: A Multidisciplinary Approach," *OFOR Paper Series* Number 9902, p. 1-37, Urbana-Champaign, Illinois, USA.
15. **Pennings, J.M.E.**, and R.M. Leuthold, (1999). "Futures Exchange Innovations: Reinforcement versus Cannibalism," *OFOR Paper Series* Number 9903, p. 1-31, Urbana-Champaign, Illinois, USA.
16. **Pennings, J.M.E.**, S. Irwin, and D. Good, (1999). "Surveying Farmers: A Research Note," *AgMAS Project Research Report* 1999-04, p. 1-11, University of Illinois at Urbana-Champaign, Illinois, USA.
17. **Pennings, J.M.E.**, (1999). "Market Depth: A Cost and Opportunity for the Futures Industry," *AEX Professionals*, Amsterdam Exchanges, Marketing Department (March issue), pp. 4-7, Amsterdam, The Netherlands.
18. **Pennings, J.M.E.**, and A. Smidts (1998). "Assessing the Construct Validity of Risk Attitude," *ERASM Management Report* No. 53-1998. Rotterdam School of Management, Erasmus University Rotterdam, Rotterdam, The Netherlands.
19. **Pennings, J.M.E.**, and M.T.G Meulenberg, (1998). "Hedging Efficiency: A Novel Concept and Measure," *AEX Professionals*, Amsterdam Exchanges, Marketing Department (March issue), pp. 4-7, Amsterdam, The Netherlands.
20. Rembeza, J. and **J.M.E. Pennings**, (1997). "*Gotowkowe I Terminowe Rynki Produktow Rolnych*," [Cash and Futures Markets for Agricultural Commodities], p. 1-128, Bonin, Poland.
21. **Pennings, J.M.E.**, E. Musfeldt, and P. Link, (1994). "*The viability of A European Agricultural Futures Markets in Hannover*," Public Report from the Forderverein Warenterminbourse Warberg, p. 1-38, Warberg, Germany.
22. **Pennings J.M.E.**, (1993). "Bedrijfskolom voor Aardappelen in Polen" (The Marketing Channel of Potatoes in Poland) Public Report of NIVAA, p. 1-76, The Hague, The Netherlands.
23. **Pennings, J.M.E.**, (1993). "Agrorights at the Futures Markets: Tradable Agro- and Environmental Rights at the Futures Markets in the European Community and the Netherlands in Particular" Public Report of Wageningen University and Amsterdam Exchanges (AAT), p.1 – 49, Amsterdam, The Netherlands.

CURRENT PH.D. SUPERVISION

- Anna Wisniewska, PhD thesis on *Multi-Product, Regime Switching Hedging Models*.
- Peter Prins, PhD thesis on *Futures Markets & Clearing*.

RECENT COMPLETED PH.D. SUPERVISION

- Frans Verhees, with M.T.G. Meulenberg, thesis entitled: *Market-Oriented Product Innovation in Small Firms*, completed in 2005 (Wageningen University, The Netherlands).
- John Kuwornu, with W.E. Kuiper, thesis entitled: *Coordination of Price Risk Management in Agrofood Chains in the Presence of Futures Markets*, completed in 2006 (Wageningen University, The Netherlands).
- Fabio Mattos with P. Garcia, thesis entitled: *Essays on Futures Trading Under Non-Standard Assumptions*, completed in 2008 (University of Illinois at Urbana-Champaign)
- Jason R. V. Franken, with P. Garcia, thesis entitled: *Do Transaction Costs and Risks Preferences Influence Marketing arrangements in the Illinois Hog Industry?*, completed in 2008 (University of Illinois at Urbana-Champaign).
- Nikolaos Kalogeras, thesis entitled: *Essays on Individual Decision Making: With Special References to Agribusiness & Food Markets*, completed 2011 (Maastricht University, The Netherlands).
- Simone Wies, thesis entitled: *Stock Market Dynamics of Marketing Decision Making*, completed in 2013 (Maastricht University, the Netherlands).

GRANTS

- Euronext/LIFFE
- Campina Melkunie
- Chicago Board of Trade
- Chicago Mercantile Exchange
- Dudley Smith Initiative
- Dutch Department of Agriculture
- European Whey Powder Association
- Hannover Commodity Exchange
- NIVAA (Dutch Potato Research Institute)
- Nutreco Holding
- Product Board for Livestock, Meat and Eggs
- Rabobank
- Unilever
- Niels Stensen Foundation
- Marketing Science Institute

AWARDS & HONORS

- 2014 Recipient of Excellent Education prize 2014 Wageningen University.
- 2010 Marketing Science Research Award for “Smart Shopping Carts: How Real-Time Spending Feedback Influences Grocery Shopping Behavior”.
- 2009 USMEF Eric Choon Memorial Research Award.
- 2007 Madam Curie International Reintegration Grant (Contract N0 046562 (MIRG-CT-2006-046562): Awarded by the European Community, represented by the Commission of the European Communities.
- 2006 University of Illinois at Urbana-Champaign Campus Research Board Award.
- 2006 On the “List of Teachers Ranked as Excellent by Their Students (UIUC)”.
- 2003 Karl E. Gardner Teaching Enhancement Award
- 2002 Evaluation of marketing & consumer behavior program established at Wageningen University.
This program was evaluated by the visitation committee of the *Royal Netherlands Academy of Arts & Sciences*. The program developed was described as “Excellent in the fields of consumer behavior, and of marketing management and strategy for the agribusiness sector” And “This group holds excellent promise for the future, with a well-defined program orientation.” (Quality Assessment Economics, VSNU, Utrecht, The Netherlands, ISBN 90 5588 1082; 2002).
- 2001 Dudley Smith Research Initiative award, University of Illinois at Urbana-Champaign
- 2001 Chain and Network Science KLICT Award, Chain networks, Clusters and ICT organization, Den Bosch, The Netherlands
- 2000 Senior research fellowship at the Mansholt Institute (accredited by the *Royal Netherlands Academy of Arts & Sciences*)
- 1999 Citations of Excellence for Research Implications Award for 1998 publication in the *European Journal of Marketing*
- 1998 Niels Stensen Foundation Award, Amsterdam (Award recognizes the superb quality of PhD thesis and recipient is expected to make a major impact on his/her field)
- 1998 Ph.D. *Summa Cum Laude*, Wageningen University
- 1994 M.Sc. *Summa Cum Laude*, Wageningen University
- 1992 B.Sc. *Magna Cum Laude*, Wageningen University

TEACHING PHILOSOPHY

The role of a teacher is that of a catalyst. I motivate students to talk, to discuss their creativity process. I am enthusiastic about my research, and I want students to observe and hopefully share that passion. I try to bring that enthusiasm into the classroom by sharing my own research with them. I continually update my presentations, by bringing in new ideas from the literature and my own research, as well as new problems and examples. In particular, I try to bring my own professional experience into the classroom. Teaching serves the purpose of making students curious, intrinsically motivated, enthusiastic, and to let them experience that learning is great.

COURSES TAUGHT

- Empirical Methods in Financial Research (Maastricht University, The Netherlands)
 - Financial Product Development: A Marketing-Finance Approach (Maastricht University, The Netherlands)
 - Commodity Futures & Options (University of Illinois at Urbana- Champaign, USA).
 - Marketing (Wageningen University, The Netherlands)
 - Commodity Marketing (Wageningen University, The Netherlands)
 - MBA-Marketing (Wageningen University, The Netherlands)
 - Executive Course Marketing & Finance Wageningen Business School
 - Chair of the marketing section of the Wageningen School of Management MBA program: 1999-2001.
 - Topics in Managerial Decision Making (University of Illinois at Urbana-Champaign, USA)
- *University of Teaching Qualification Certificate (BKO)*; certification for the following competencies: subject related aspects, educational development, teaching delivery, assessment and testing of students, cooperation, self-reflection.

RECENT TEACHING EVALUATIONS

Student ICES Course Evaluation Questionnaires

- ICES (Instructor and Course Evaluation System) Results
 - Instructor's Overall Teaching Effectiveness (IOTE) on a 5 point scale
 - Overall Quality of this Course (OQC) on a 5 point scale

 - Futures & Options Theory (University of Illinois at Urbana-Champaign)
 - IOTE: 4.4
 - OQC: 4.5

 - Topics in Managerial Decision Making (University of Illinois at Urbana-Champaign)
 - IOTE: 4.9
 - OQC: 4.9

COMPUTER EXPERIENCE

- Programming: EXCEL, GAUSS
- Statistical Packages: LISREL, LIMDEP, SPSS.
- Word Processing: WordPerfect, Word

PROFESSIONAL MEMBERSHIPS

American Economic Association, American Agricultural Economics Association, American Association for the Advancement of Science, American Marketing Association, American Finance Association, The Chicago Farmers, Decision Analysis Society, European Marketing Academy, European Agricultural Economics Association, Financial Management Association, Forderverein Warenterminbörse, Institute for Operations Research and the Management Science, Royal Economic Society, and Society for Judgment and Decision Making.

OTHER PROFESSIONAL ACTIVITIES

PUBLIC SERVICE

Public service is a natural extension of my research and teaching. My research has two dimensions: 1) advancing our knowledge and hence contributing to the literature; 2) helping to answer questions from the industry and government with the knowledge generated. The latter is linked to my public service. I work closely together with financial institutions, agribusiness companies, companies in the food industry, and governments to identify relevant questions and answers to those questions. My public service activities are generated along two lines. First, my research publications have been identified either directly by stakeholders, or through coverage in professional media, resulting in requests from stakeholders. Second, some of my research has implications that are of interest to or beneficial for some stakeholders. In such cases, I take the initiative to contact them and to share my findings with them.

ACADEMIC

- Referee activity for *Aquaculture Economics and Management*, *American Journal of Agricultural Economics*, *European Marketing Academy*, *European Review of Agricultural Economics*, *European Economic Review*, *International Association of Agricultural Economists*, *International Journal of Research in Marketing*, *Journal of Agricultural Economics*, *Journal of Agribusiness*; *Journal of Agricultural and Applied Economics*, *Journal of Agricultural and Resource Economics*, *Journal of Business*, *Journal of Economic Psychology*, *Journal of Marketing*, *Journal of Futures Markets*, *Journal of Financial Research*, *Journal of International Money & Finance*, *Managerial and Decision Economics*, *Management Science* and *Marketing Science*. Co-editor of *Mansholt Paper Series*.
- 2015: Editorial Council of the *Journal of Agricultural and Resource Economics*
- 2014/2015: Member of the NWO (Dutch Science Foundation) Alfa Gamma 2014 VICI committee.
- 2014: Reviewer for the 2014 Congress of the European Association of Agricultural Economists in Ljubljana.
- Organizer of GSBE-Marketing-Finance Symposium at Maastricht University, October 3 2013 (<http://www.marketing-finance.nl/mfconference.html>).

- Marketing Track Coordinator (together with Frans Verhees): Risk, Innovation and Market Orientation at 2012 *10th Wageningen International Conference on Chain and Network Management* May 23-25 2012 (<http://www.wicanem.wur.nl/>).
- Member of International Scientific Committee of the 3rd Biannual International Conference on Services Marketing: “*Servicing the Way out of the Economic Downfall: Exploring the Present and Future Role of Services*”, Chesme, Turkey, September 7-9, 2011.
- Member of the International Advisory Committee of the conference “*Discovering, Mining and Managing Complex Agricultural Data*,” organized by the Center for Applied Optimization, University of Florida, USA, and the Mediterranean Institute of MAICH/CIHEAM, held in, Crete, Greece, July 1-3, 2010 (<http://www.ise.ufl.edu/cao/CAODM2010/>).
- Member of the International Scientific Committee of the 2nd Biennial International Conference (BIC) on Services: *Orchestrating the Service Experience: Music to the Ears of our Customers*, November 4-6, 2009, Thessaloniki, Greece.
- Organizer of the Marketing-Finance Conference at Maastricht University, October 10, 2008 (http://www.fdewb.unimaas.nl/finance/pdf/conference/conference_program.pdf).
- Member of the International Scientific Committee of the first Beeronomics conference (2009).
- Member of the editorial board of *AAEA Choices*.
- Advisory Editor for the Social Science Research Network (SSRN) Journal in *Behavioral and Experimental Economics*, which is a section of the Economics Research Network.
- Reviewer for *Prentice Hall Business Publishing*.
- Member of the program committee of the *5th International Conference on Chain and Network Management in Agribusiness and the Food Industry (LAMA)*. June 6-11, 2002, Noordwijk aan Zee, The Netherlands.
- Guest editor for the *European Review of Agricultural Economics* for the special issue on *Risk Behavior of Market Participants* Volume 31, number 3, 2004.
- Reviewer for the Dutch Social Science Research Council of the *Netherlands Organization for Scientific Research (NWO)*.
- Reviewer for the Decision Risk & Management Sciences section of the *National Science Foundation*.
- Researcher at *Illinois Homeland Security Research Center*.

- On the organizing and scientific committee of the *98th European Association of the Agricultural Economists (EAAE) Seminar* “Marketing Dynamics within The Global Trading System: New Perspectives”. June 29-July 2, 2006, Chania, Crete, Greece.
- Member of the International Scientific Committee of the 113th EAAE seminar: *A Resilient European Food Industry and Food Chain in a Challenging World*, September 3-6, 2009, Chania, Greece.
- Member of the EC Expert Group on Agricultural Commodity Derivatives and Spot Markets appointed by the European Commission.
- Expert Member of the AGRI-2012-C4-04 -- Analysis on Future Developments in the Milk Sector Project -- Theme 1: Market Balance and Competitiveness.
- Steering Committee of the High Level Panel of Experts on Food Security and Nutrition UN -FAO.

ADMINISTRATIVE

- 2012: Member of the search committee for agricultural economics professorship, Wageningen University, The Netherlands.
- 2011: Program Director Agricultural Marketing at Wageningen University.
- 2011: Director Marketing-Finance Research Lab at Maastricht University (www.marketing-finance.nl).
- 2008: Program Director of the Marketing – Finance Master at Maastricht University. (<http://www.fdewb.unimaas.nl/mw/?page=master&choice=finance>).
- 2005-2006. Graduate Admission and Recruitment Committee, University of Illinois at Urbana-Champaign.
- 2004. Secretary/Treasurer of Food & Agricultural Marketing Policy Section of the *American Agricultural Economics Association*.
- 2003-2004. Chair of the College of Agriculture, Consumer & Environmental Sciences (ACES) Internal Culture Task Force as part of ACES “Globally Pre-eminent and Locally Relevant” Strategic Plan.
- 2003: Internship program coordinator Office for Futures & Options Research with Chicago Board of Trade and Chicago Mercantile Exchange.
- 2003: Agricultural & Consumer Economics Seminar Series coordinator.

- 2003: participant in ACES 2003 Strategic Conference.
- 2003: Member of the search committee of the Soybean Industry Endowed Chair in Agricultural Marketing, University of Illinois at Urbana-Champaign.
- 2002: Steering Committee for the Chancellor and Provost's Cross-Campus Initiative on Food Security of University of Illinois at Urbana-Champaign.
- 2002: ACE Undergraduate Programs Committee, University of Illinois at Urbana-Champaign.
- 2002: PhD research implementation committee, University of Illinois at Urbana-Champaign.
- 2001-2004 Graduate Admission and Recruitment Committee, University of Illinois at Urbana-Champaign.
- 2001-2007: ACE student advisor, University of Illinois at Urbana-Champaign.
- 2001: Prelim committee agribusiness and management specialty area, University of Illinois at Urbana-Champaign.
- 2000: Chair of the search committee for business administration professorship, Wageningen University, The Netherlands.
- 2001: Member of the search committee for consumer economics professorship, Wageningen University, The Netherlands.
- 1999-2001: Chair of the Marketing & Consumer Behavior Group at Wageningen University, The Netherlands.
- 1998-2004: Director of the Foundation of Research in Derivatives.