

Speaker Profile: Laura Staugaityte



Laura Staugaityte is a PhD Researcher at the MAPP centre, Department for Marketing and Statistics, Aarhus School of Business, University of Aarhus in Denmark.

Laura holds a degree in business administration and management, but for the last three years has been interested in the research on consumer behaviour in food consumption. Being a part of the research team at the MAPP – centre for research on the customer relations in the food sector, Laura explores various issues related to consumers food choice and consumption, with a particular interest in healthy food choices.

Laura's doctoral research is based on a large cooperation Danish project "Breaking down barriers for healthier eating by consumer-led product development", aiming at developing new healthy food concepts that would be driven by consumers' preferences.

Contact Details:

Laura Staugaityte

PhD Researcher

MAPP – centre for research on customer relations in the food sector

Department for Marketing and Statistics

Aarhus School of Business

University of Aarhus

Haslegaardsvej 10

8210 Aarhus V

Denmark

Tel. +45 8948 6683

Mob. +45 3025 3017

E-mail: LSTA@asb.dk