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# Teaching and Research Remits

Part of the Wageningen University Chair Plan 2019-2022

Update 1 September 2023

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Wageningen University & Research  
Wageningen September 2023

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This is an update of the annex to the Chair Plan of 2019-2022 of Wageningen University & Research with the teaching and research remits of all ninety-four regular chairs of Wageningen University standardized and collected between 2020 and 2021. Three names of chairs have been changed as of 1 September 2023.

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# 1 Introduction

In the teaching and research remit the chair's specific domain is described within the framework of the mission and objectives of Wageningen University & Research (WUR). With this specific scientific domain the chair holder leads and directs the chair group. According to Article 18 of the WU Administrative and Management regulations for each regular chair teaching<sup>1</sup> and research remits should be formulated and centrally documented in the Chair Plan.<sup>2</sup>

This document is an update of a collection of the standardized teaching and research remits of all ninety-four regular chairs and forms an annex to the Chair Plan of 2019-2022. The names of three chairs have been changed as of 1 September 2023.

The teaching and research have been categorized by department and displayed in alphabetical order lead by their acronym. The teaching and research remits contain the name of the chair holder; the acronym, the English and when applicable the Dutch name of the chair; a summary of the remit; a description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair; and a description of the remit regarding teaching, research and value creation.

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<sup>1</sup> Regular chairs are chairs with a chair holder. Personal, special and endowed chairs are embedded in a regular chair.

<sup>2</sup> WU Administrative and Management regulations Article 18

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## 2 Social Sciences Group

## 2.1 Teaching and research remit Agricultural Economics and Rural Policy (AEP)

**Chair holder: Prof Justus Wesseler**

1	<i>Name of the chair group (in English and Dutch)</i>	Agricultural Economics and Rural Policy (AEP) / Agrarische Economie en Plattelandsbeleid
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	Research is focusing on economic and institutional issues within the bio-economy, and teaching is across a wide range of aspects related to the contribution of the bio-economy and the agricultural sector in particular to sustainable development.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	Contributions to the core areas food, feed and biobased production and natural resources and living environment stem from analysing multiple aspects of sustainable development and impacting on societal debates, policy agendas and economic outcomes.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	AEP conducts research and provides training in the area of economics and policies related to the bioeconomy including rural and regional development, institutional and organizational aspects, and quantitative economics. The regional focus is the European Union, but the research is embedded in an international perspective. The research is directly linked with the education. In the education strong emphasis is put on combining insights from macro-economic, micro-economic and institutional economics theory with quantitative methods such as econometric and simulation tools. The behaviour of economic agents in all stages of agricultural supply chains, as well as policies and the institutional framework that govern these supply chains are taught. To meet the objective of impact in science, AEP 's general research strategy is to excel in disciplinary research in the three research themes: <ol style="list-style-type: none"> <li>1. Markets and policies Focuses among others on the impact of reforms of the EU Common Agricultural Policy and the effects of increased price volatility on farmers' incomes.</li> <li>2. Spatial structures Includes research on the provision of green services, landscape valuation, rural policy modelling and land use analysis.</li> <li>3. Institutional and organisational aspects organizational economic aspects of, for example, agri-food value</li> </ol>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.2 Teaching and research remit Business Economics (BEC)

**Chair holder: Prof. Alfons Oude Lansink**

1	<i>Name of the chair group (in English and Dutch)</i>	Business Economics (BEC) / Bedrijfseconomie
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	The chair aims to analyse and support decision making of actors in food supply chains by analysing and evaluating their risks and their economic, environmental and social performance.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	The fundamental and applied research focusing on economic and (financial and risk) management of economic problems within the food chain fit the domain and strategy of WUR, as reflected in the research themes: Economic Performance and Risk, Economics of Healthy Animals, Plants and Food, Economics of Sustainable Food
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>The chair carries out fundamental and applied research focusing on economic and management problems within the food chain.</p> <p>The research is disciplinary and interdisciplinary, requiring expertise from both technical sciences and business economics. This interdisciplinary research requires collaboration with food scientists, animal scientists, agronomists, epidemiologists, environmental scientists, statisticians and operations researchers.</p> <p>The main objectives of the research programme are to:</p> <ul style="list-style-type: none"> <li>• Analyse and evaluate economic performance and the integrated (economic, environmental and social) performance of farms, agribusiness and food supply chains</li> <li>• Analyse, evaluate and support economic decision-making under uncertainty by actors in food supply chains</li> <li>• Develop decision-support tools using novel analytical techniques and data</li> </ul>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.3 Teaching and research remit Business Management and Organisation (BMO)

**Chair holder: Prof. Wilfred Dolfsma**

1	<i>Name of the chair group (in English and Dutch)</i>	Business Management and Organisation (BMO)
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	BMO studies innovation and entrepreneurship in chains and networks, focusing on the agri-food industry. BMO provides knowledge and insights needed for firms to internally organize and govern, as well as to strategically collaborate with partners.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	BMO focuses the business, innovation management, and entrepreneurship aspects of the life sciences at large and agri-food industry in particular. At WUR, BMO leads research on 'living lab' entrepreneurship-oriented activities.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>BMO focuses on the strategy and organisation of firms in the agri-food industry embedded in the value chains and influenced by the broader network of public and private stakeholders. BMO particularly focuses on the sustainability oriented innovation and entrepreneurial processes and start-up formation.</p> <p>Strategic management and the internal organisation in the agri-food domain are core concepts for the BMO Group. Central is the quest for understanding and managing the rapidly developing international chains and networks, with a special focus on innovation, governance and sustainability.</p> <p>Business Model Innovation in support of the transition towards a sustainable, circular business is one example of the research undertaken at BMO. Another example is study of the contribution of entrepreneurs to overall economic development particularly in emerging economies, and for women entrepreneurs in particular. A third example is study of the way in which firms both collaborate (e.g., cooperatives) and compete in agri-food supply chains.</p>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.4 Teaching and research remit Consumption and Healthy Lifestyles (CHL)

### Chair holder: vacant

1	<i>Name of the chair group (in English and Dutch)</i>	Consumption and Healthy Lifestyles (CHL) / Consumptie en gezonde leefstijl
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	CHL studies the origins of consumption and lifestyles of individuals and groups. These behavioural insights are embedded in the design, evaluation and implementation of interventions to enable healthy and sustainable consumption patterns and lifestyles.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	Consumption and lifestyles are studied in relation to food, health and the living environment. Specific attention is paid to interventions addressing consumption practices and lifestyles that promote human and environmental health and wellbeing.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>The research programme adopts a socio-ecological perspective embracing the view that individuals do not make decisions in isolation. Instead, healthy and sustainable consumption and lifestyles are shaped by interactions with the social and material world of individuals.</p> <p>To study consumption and lifestyles from a socioecological perspective, insights from different disciplines (e.g. psychology, sociology, geography and epidemiology) are integrated.</p> <p>The research is built along two lines:</p> <ol style="list-style-type: none"> <li>1. advancing the understanding of why particular consumption and lifestyle patterns emerge in specific social groups, times and places (e.g. patient groups, youth, elderly, low income neighbourhoods);</li> <li>2. designing, evaluating and implementing interventions to enable healthy and sustainable consumption and lifestyles. These interventions include (personalized and integrated) lifestyle interventions for high-risk and patient populations, preventive digital and e-health interventions, as well as educational, spatial and choice architecture strategies aimed at a more general population. The intervention research takes place in collaboration with practice and policy partners to optimize societal impact.</li> </ol> <p>The chair adopts a multi-method research approach including quantitative and qualitative research methods, ranging from data science and experimental behavioural studies to participatory action research.</p>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.5 Teaching and research remit Strategic Communication (COM)

**Chair holder: Rens Vliegenthart**

1	<i>Name of the chair group (in English and Dutch)</i>	Strategic Communication (COM)/ Strategische Communicatie
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	COM analyses how strategic communication shapes understandings and processes around key societal issues of our time, and on ways in which communication can contribute to innovation and change.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	COM analyses strategic communication around key societal issues of the general WUR domain: healthy lifestyles; sustainable food and food production; and sustainable co-evolution between societies and the living environment.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>The chair addresses communication within three themes:</p> <p>Communication, organization and change: in this theme the interplay between the construction of meaning is studied in interaction in situated practices- including discourses, conversations, stories, dialogues and frames - and the social networks that emerge out of these interactions;</p> <p>Communication and behaviour: in this theme strategic communications are developed, evaluated and implemented to foster change in nutrition and environmental behaviour, health, land use and agricultural practices, often under conditions of uncertainty and risks.</p> <p>Communication, contestation and cooperation: in this theme the way conflicts get to be articulated, contestation around issues and conditions for this contestation, and the way pluralism shapes the nature of cooperation is studied.</p> <p>The ambition of COM is to develop high-quality theoretical and methodological insights and innovations leading to policy and practical recommendations on ways in which societal actors can make use of communicative processes and overcome communication barriers.</p>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.6 Teaching and research remit Development Economics (DEC)

**Chair holder: Prof. Erwin Bulte**

1	<i>Name of the chair group (in English and Dutch)</i>	Development Economics (DEC) / Ontwikkelingseconomie
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	DEC contributes to an improved understanding of economic growth, sustainable development and poverty alleviation, with a special focus on interrelationships between institutional change and economic development.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	The chair contributes to an improved understanding of interrelated processes of poverty alleviation, economic growth, and sustainable development, and designs and implements innovative and relevant research in low-income countries.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	The main focus of the research of DEC is on the co-evolution of economic development and institutional change. DEC's work tends to be empirically-driven, and is based on randomized controlled trials and field experiments designed in collaboration with stakeholders, including governments, NGOs and firms. Key themes are: <ul style="list-style-type: none"> <li>• Impact assessment and policy evaluation</li> <li>• Agricultural development and value chains, technology diffusion among smallholders</li> <li>• Gender, intrahousehold dynamics</li> <li>• Health</li> </ul> <p>The geographical focus is on sub-Saharan Africa and China, although occasionally research is done in other Asian countries and in Latin America as well.</p>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.7 Teaching and research remit Education and Learning Sciences (ELS)

**Chair holder: Prof. Perry den Brok**

1	<i>Name of the chair group (in English and Dutch)</i>	Education and Learning Sciences (ELS) / Onderwijs- en Leerwetenschappen
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	ELS fits in the WU domain by providing academic education and conducting scientific research on learning in different contexts (especially higher education and learning in and for professions) in the domain of life sciences (including natural, engineering, and social sciences).
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	ELS aims to understand and facilitate the enhancement of human potential in response to global societal challenges, in particular those in the domain of sustainability and quality of life.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>In teaching, ELS offers three types of courses: (1) domain-specific courses on entrepreneurship education and sustainability teaching/learning, (2) teacher education, and (3) skills/competence courses.</p> <p>The research focuses on learning and development in the interfaces and transitions between education and work and includes the various actors involved in the design, implementation, and evaluation of learning pathways and scenarios (teachers, learners, professionals, management, etc.).</p> <p>Also investigated is how learning can be supported by materials, tools, artefacts, ICT or other sources, such as teachers, supervisors, coaches or peers.</p> <p>ELS particularly focuses on higher education (with a specific lens on Wageningen University and the 4TU, the cooperation of Dutch technical universities), secondary education and vocational education.</p>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.8 Teaching and research remit Environmental Policy (ENP)

**Chair holder: Prof. Simon Bush**

1	<i>Name of the chair group (in English and Dutch)</i>	Environmental Policy (ENP) / Milieubeleid
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	ENP produces fundamental knowledge on social and political practices of, and forms of organization that enable a broad range of societal actors, to mitigate new and complex environmental risks through processes of globalisation.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	ENP contributes theoretically informed knowledge on governing the potential of urban and agricultural systems, and natural ecosystems on land and at sea, to improve the quality of human and non-human life.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>ENP researches the social and political governance and practice of mitigating environmental risks under conditions of globalization. The theoretical basis of the group's research and education brings together multiple social science disciplines, including sociology, political science and human geography. The chair contributes theoretically informed and practice relevant insights to the resolution of these risks by globally articulated actors.</p> <p>The research programme of the chair is organised through five themes:</p> <ol style="list-style-type: none"> <li>1. Sustainable Food Transformations</li> <li>2. Environmental Mobilities</li> <li>3. Sustainable Urban Infrastructures</li> <li>4. Climate Futures</li> <li>5. Marine Governance</li> </ol>
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## 2.9 Teaching and research remit Environmental Economics and Natural Resources (ENR)

**Chair holder: Prof. Francisco Alpizar Rodriquez**

1	<i>Name of the chair group (in English and Dutch)</i>	Environmental Economics and Natural Resources (ENR) / Milieu-economie en Natuurlijke Hulpbronnen
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	ENR aims to improve understanding of local and global environmental problems, contributing from the environmental economics discipline to the construction of sustainable and circular economies, and low-carbon, climate resilient socioecological systems.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	WUR's emphasis in multidisciplinary, solution-oriented research is the perfect background for ENR's quest for societal relevance. ENR methods and tools provide an in-depth understanding of what drives decision-making at multiple levels, offering key insights into the inevitable trade-offs faced by every decision or policy.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	Three broad themes are developed: <ol style="list-style-type: none"> <li>1. The economics of energy transitions, climate policy and the cost of action/inaction: This theme aims to contribute to a better understanding of the economic problems related to reducing greenhouse gas emissions, and the economic trade-offs implicit in the pathway towards low-carbon and well-adapted societies.</li> <li>2. Human behaviour, technological progress and the role of economic policy instruments in the transition to sustainable and healthy production and consumption. This contributes to a better understanding of decision-making by economic agents, exploring how their preferences interact with technological progress, and the choice infrastructure (policies and institutions).</li> <li>3. The economics of resilient and sustainable socioecological systems (SES): This contributes to a better understanding of the economic drivers affecting SES. Furthermore, the normative dimension is explored, studying how SES should be managed towards sustainability. This typically requires balancing ecological goals, such as sustainable use of ecosystem services and maintaining resilient ecosystems, with socioeconomic goals, such as providing income and maintaining livelihoods.</li> </ol>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.10 Teaching and research remit Health and Society (HSO)

**Chair holder: Prof. Spencer Moore Jr**

1	<i>Name of the chair group (in English and Dutch)</i>	Health and Society (HSO) / Gezondheid en Maatschappij
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	HSO operates at the centre of societal and community changes with a dynamic approach to health and aims to contribute to reducing health inequalities
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	HSO focuses on the sociological study of public health, health promotion and health protection, in resource poor and research rich contexts, with emphasis on (1) the social, natural and built environment, and (2) the role of actors and social institutions in advancing health and wellbeing
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	The research builds on a variety of social sciences disciplines by using a holistic view to health, considering physical, social, mental and spiritual well-being. HSO applies a mixed methods approach, i.e. a combination of qualitative and quantitative research methods and is organised in three themes: <ul style="list-style-type: none"> <li>• Understanding health practices: The mechanisms underlying health development through people – environment (social, natural, built) interaction, and the influence thereof on sustainable health development;</li> <li>• Supportive environments: Settings where people live their everyday life - such as families, schools, workplaces, communities, cities, and health care settings - which offer protection from factors that threaten good health. Special attention is paid to social-spatial and environmental (in)justice and (in)equalities</li> <li>• Facilitation of health development processes: The design, implementation and evaluation of health promoting strategies. This includes developing frameworks for coordinated (multi-inter- and trans-disciplinary) action, citizen participation and citizen science.</li> </ul>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.11 Teaching and research remit Information Technology (INF)

**Chair holder: Prof. Bedir Tekinerdogan**

1	<i>Name of the chair group (in English and Dutch)</i>	Information Technology (INF) / Toegepaste Informatiekunde
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	INF aims to advance the state-of-the-art of smart systems, and system of systems engineering to support innovations in the life sciences application domains.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	The holistic multidisciplinary approach and the aim to advance the state of the art systems within the organizational, institutional and societal context fits in the WUR strategy and domain.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	INF adopts primarily a design science research approach to develop the necessary information systems. Further, the research programme contains a systems thinking and systems engineering approach necessary for the analysis, design, testing, and management of complex smart systems in the life sciences application domains. This implies a holistic multidisciplinary approach that aims to integrate data, software, hardware, people and processes within the organizational, institutional and societal context.
		<p>Taking an interdisciplinary approach to smart systems engineering is inherently complex since the behaviour of and interaction among system components in their environment is not always understood.</p> <p>To carry out a smart systems engineering approach to the life cycle application domains the following important sub-themes are addressed:</p> <ul style="list-style-type: none"> <li>• Software Engineering – For engineering smart systems, and system of systems, it is essential to design, implement, test and maintain the software that controls the system.</li> <li>• Data Science and Artificial Intelligence – Smart systems usually have to deal with large data sets that are captured, pre-processed and used to extract relevant information and knowledge using AI techniques to support the overall smart decision making process.</li> <li>• Socio-Technical Systems Engineering – Smart systems usually include, are operated by, and impact humans following implicit or explicit social processes.</li> </ul>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.12 Teaching and research remit Knowledge, Technology and Innovation (KTI)

**Chair holder: Prof. Anita Hardon**

1	<i>Name of the chair group (in English and Dutch)</i>	Knowledge, Technology and Innovation (KTI) / Kennis, Technologie en Innovatie
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	The aim of KTI is to understand, support and intervene in processes of socio-technical innovation and transformation, with special attention to the production, integration and use of scientific and other knowledge.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	KTI develops insights supportive to WUR's ambition to improve quality of life. The chair focuses on local and global questions of sustainable development, and the role of science and technology for development.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>KTI studies the organisation of innovation, the different organisations and intermediaries involved in innovation processes, and innovation policies.</p> <p>KTI works on three research themes:</p> <ol style="list-style-type: none"> <li>(1) Making knowledge work: Knowledge about socio-environmental processes is produced by heterogenous stakeholders and linked to competing values, identities and worldviews. KTI addresses the challenges, opportunities, and processes of negotiating knowledge in inclusive development and innovation.</li> <li>(2) Configuring technology and society: Technology is a human capacity for making. KTI generates descriptive accounts of socio-material practices grounded in the use of tools, skills, techniques and knowledge. The chair studies why practices remain durable over time and how actors agree to cooperate despite a range of unknowns and risks.</li> <li>(3) Co-designing responsible and sustainable innovations: KTI develops systemic approaches to innovation processes that bring social, organisational and technical components together, promote knowledge exchange and learning between stakeholders, and enables interaction between natural scientists, social scientists and practitioners in transdisciplinary research.</li> </ol>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.13 Teaching and research remit Law (LAW)

**Chair holder: Prof. Josephine van Zeben**

1	<i>Name of the chair group (in English and Dutch)</i>	Law (LAW) / Recht
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	LAW studies the influence of law on the rules and institutions needed to facilitate transitions to a sustainable living environment.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	LAW identifies the ways that law can act as a catalyst for social change in WUR domains and identifies how scientific solutions to social challenges can be accommodated, practically and normatively, within our legal systems, combining disciplinary and interdisciplinary approaches beyond traditional law.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	LAW's main research and teaching topics are: environmental, food (safety), and business.  Main themes of LAW are: <ul style="list-style-type: none"> <li>• Transnational Regulation LAW looks at how public and private legal mechanisms can generate positive outcomes in terms of sustainability at the domestic, EU and international levels.</li> <li>• Business and Consumer Regulation Assessing the well-functioning of the regulatory character by looking into this interplay in offline and online markets and making policy recommendations drawing from a variety of theoretical multidisciplinary frameworks is the core of the chair's research in this area.</li> <li>• New Legal Research Methods LAW strives to contribute to a methodological shift in the legal discipline towards the incorporation of social and natural science research methods. Focus is on the use of science to inform the law, empirical legal research, and systematic content analysis in law.</li> </ul>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.14 Teaching and research remit Marketing and Consumer Behaviour (MCB)

**Chair holder: Prof. Hans van Trijp**

1	<i>Name of the chair group (in English and Dutch)</i>	Marketing and Consumer Behaviour (MCB) / Marktkunde en consumentengedrag
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	MCB carries out research focusing on marketing (management) and consumer behaviour issues related to food and agribusiness, and institutions part of or interested in food and agriculture.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	MCB adds to the WUR domain and mission via understanding on how to exploit the potential of nature for the quality of life of end users. The fields of marketing and consumer behaviour are treated as (interrelated) basic scientific fields, with new insights emerging at the interface with the Wageningen domains of food and agribusiness.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>Many of today's societal problems relate directly to behaviour of end-consumers in the context that marketing shapes for them. Transitions and valorisation often find their basis in (changes in) the fields of Marketing and Consumer Behaviour.</p> <p>MCB researches and teaches courses on the fundamentals of marketing and consumer behaviour theory, including on methodology of marketing and consumer behaviour research and specifically for Sensory Science. Much of this happens at the interface of WUR domains, particularly in food and agribusiness. Within MCB's domain, fundamentals of social psychology are relevant to consumer behaviour understanding. MCB considers marketing and consumer behaviour as two flip sides of the same coin (marketing affecting consumer behaviour, and consumer behaviour information marketing decisions and strategy). As a result, research often has a design focus, relating to science based and empirically validated advice for key users in industry and policy.</p>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.15 Teaching and research remit Operations Research and Logistics (ORL)

**Chair holder: Prof. Sander de Leeuw**

1	<i>Name of the chair group (in English and Dutch)</i>	Operations Research and Logistics (ORL) / Operationele Research en Logistiek
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	ORL conducts research and develops innovative logistics concepts, decision support models and solution approaches within the domain of agri-food and bio-based supply chains.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	By improving decision making in the agri-food domain and by building upon innovative management science concepts, integrating theories, models and methods from e.g. environmental and food sciences, ORL acts as a bridging science area between the natural and social sciences within Wageningen University.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>ORL's three key research objectives are:</p> <ul style="list-style-type: none"> <li>• to identify, analyse and understand developments in the agri-food and life sciences (with emphasis on sustainability, technology and quality management) that put new requirements on logistics concepts and decision support models in the specific domains;</li> <li>• to contribute to further developing innovative and sustainable logistics concepts given the continuous changes in the environment;</li> <li>• to develop dedicated decision support models and tools that are able to deal with the specific characteristics and the increased complexity and uncertainty of the given domains, and enable the assessment and application of the newly developed concepts.</li> </ul> <p>The current strategic research themes of ORL are: (i) sustainable supply chains, (ii) quality and waste within agri-food supply chains, (iii) sustainable diet modelling, (iv) metropolitan logistics and (v) logistics in a circular (bio-based) economy.</p>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.16 Teaching and research remit Public Administration and Policy (PAP)

**Chair holder: Prof. Dave Huitema**

1	<i>Name of the chair group (in English and Dutch)</i>	Public Administration and Policy (PAP) / Bestuurskunde
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	PAP develops and combines theories to analyse how actors, embedded in institutions, govern wicked food-, bio-economy and climate problems, and to use the generated insights to co-design governance arrangements that enable more sustainable outcomes.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	The objectives to make world-leading contributions to governance theories, to contribute to improvement of governance of food systems, circular economy and climate change, and to engage in reflexive debates with societal actors, and students fit the WU domain and strategy.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	Uncertainties, contested values, continuous changes and complex interdependencies across scales make problems such as adaptation to climate change, circular economy or sustainable food systems inherently 'wicked'. Because wicked problems defy standard policies PAP focus on innovative governance strategies and arrangements, varying from local self-organising communities to global public-private partnerships. When these are brought into practice, however, they often run into tensions with existing institutions, making it necessary to change the governance system itself to enable them. The research programme Changing Governance and Governing Change addresses this puzzle, along four themes: 1) Transformational change through accumulating small wins; 2) Connections across policy domains and scales (time, geography, jurisdictions); 3) Contestation of values; 4) Assessing and co-designing governance arrangements. The research focuses on the Netherlands, the EU, developing countries, and global institutions. PAP intensively engages stakeholders in research in various ways, varying from collaborative action research to multi-stakeholder workshops and consultancy.
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.17 Teaching and research remit Philosophy (PHI)

**Chair holder: Vacant**

1	<i>Name of the chair group (in English and Dutch)</i>	Philosophy (PHI) / Filosofie
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	PHI focuses on ethical and epistemic issues involved in the relationship of humans with nature, animals, food and agriculture and aims to understand processes of ethical deliberation around science and technology in different societal and cultural settings
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	The research strategy is pluralist, pragmatic, and often interdisciplinary, combining normative, conceptual and empirical questions. The insights gained contribute to the strategic goals of WUR.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>The chair offers education and does research aiming at critical reflection on fundamental assumptions in science and technology and notably on ethical choices in professional, scientific corporate and political practices in the Wageningen domains.</p> <p>The research focuses on core concepts and principles that are often taken for granted in research, policy and practice. For example: How should 'risk', 'health' and 'safety' be understood in various policy contexts, e.g. food production and public health? Is it possible to develop a coherent understanding of what is 'natural', e.g. in relation to food production, agriculture, or nature development? How to evaluate the debates on intensive versus extensive livestock farming from an ethical perspective? What are the moral limits and justifications of patent regulation in the life sciences?</p> <p>Research and teaching activities involve ethical reflection on practical problems and analysis of the role and status of scientific knowledge in our modern globalised world.</p> <p>The research programme consists of 3 broad themes:</p> <ul style="list-style-type: none"> <li>• Ethics of public health</li> <li>• Animal ethics and environmental philosophy</li> <li>• Philosophy and ethics of technology</li> </ul>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.18 Teaching and research remit Economic & Environmental History (RHI)

**Chair holder: Prof. Ewout Frankema**

1	Name of the chair group (in English and Dutch)	Economic & Environmental History (RHI) / Economische en Milieugeschiedenis
2	Brief summary of the (teaching and research) remit in max 35 words	RHI offers <i>temporal depth</i> to social theories and societal debates on global inequality and sustainable and equitable welfare development.
3	Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words	Knowledge of the dynamics and historical context of <i>long-term processes</i> of social and environmental transition are key to the WUR domains of food, livelihoods and the living environment.
4	Concise description of the remit regarding teaching, research and value creation, max 150-200 words.	RHI addresses questions on the origins and nature of global inequality, on long-term economic and institutional development, on hunger, poverty, health, sustainability, agrarian change and food systems. To explore themes of inequality and sustainable welfare development from a historical perspective RHI relies on archival sources. RHI constructs large time-series and panel data sets and combines quantitative, qualitative and comparative research methods to explore historical sources. RHI's research contributes to a broader comprehension of historical legacies and global relations among wide public audiences. Some of RHI's results serve as input into the formulation of development policy goals. Historical insights help to reflect on the temporality of social and environmental transitions, the validity of social science theories and the feasibility of development policies and interventions. Historical perspectives on contemporary societal challenges are important for the development of analytical capacities, and especially the role of time and the dynamics of change.
5	Date of adoption of this description (decision of the EB) (only for filing purposes)	29 March 2022

## 2.19 Teaching and research remit Rural Sociology (RSO)

**Chair holder: Prof. Han Wiskerke**

1	<i>Name of the chair group (in English and Dutch)</i>	Rural Sociology (RSO) / Rurale Sociologie
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	RSO studies the dynamics of agrarian change, food provisioning, and rural and regional development through a relational, place based and international comparative perspective.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	RSO focuses on social transformation processes in agriculture, rural and metropolitan regions and in food provisioning, Through its research and teaching RSO aims to foster sustainable rural and regional development, socio-spatial justice and rural resilience.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>RSO studies and analyses transformation processes in agriculture, rural and metropolitan regions and in food provisioning networks. Towards this end RSO employs a relational and place-based approach to transformation processes, explored from the perspective of the everyday life of people. Specific attention is paid to the different levels (from local to supra-national) at which these transformation processes are shaped and to the different (rural and urban) actors and institutions involved. These transformation processes are explored from an interpretative/constructivist, critical and predominantly micro-sociological perspective. Empirically RSO focusses on three themes:</p> <ol style="list-style-type: none"> <li>1. Reconstructing rurality, in which the dynamics of the rural are studied as an imaginative space, associated with a variety of cultural meanings, and as a material space, associated with different functions, and how these spaces intersect in practice.</li> <li>2. Food provisioning, in which the dynamics and socio-cultural sustainability of food provisioning activities are analysed, ranging from agrarian production to food processing, distribution, acquiring, preparing, eating and waste disposal, with an empirical interest in peasant modes of agricultural production, territorially embedded food networks and urban agriculture.</li> <li>3. Territorial development, examining the horizontal dimensions of agricultural production (e.g. landscape, recreation, education, care), the reciprocal linkages between agriculture and other economic activities and urban-rural interactions.</li> </ol>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.20 Teaching and research remit Sociology of Development and Change (SDC)

**Chair holder: Prof. Bram Büscher**

1	<i>Name of the chair group (in English and Dutch)</i>	Sociology of Development and Change (SDC) / Sociologie van Ontwikkeling en Verandering
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	SDC investigates the structures, practices and environmental consequences of international development with a particular focus on issues of inequality, marginalization and political agency.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	By investigating the differential benefits from (the potential of) nature and how this translates into different (ideas about) quality of life across time and space, SDC contributes to the domain and strategy of WU.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>DC's expertise is located in the interdisciplinary fields of development studies, political ecology and crisis and disaster studies. In these fields, the critical-constructive SDC approach to research and teaching investigates and analyses the deeper meanings, structures and mechanisms behind socioecological dynamics and realities. The chair connects this knowledge to lived realities of people.</p> <p>The mission of SDC is to gain and communicate a deeper understanding of global and local structures of power and political- economy, as well as how different actors generate forms of agency and practices that enable them to deal with these dynamics and create new opportunities.</p> <p>The SDC research programme focuses on three interrelated core themes:</p> <ul style="list-style-type: none"> <li>• resources, rights and livelihoods;</li> <li>• crisis, reordering and resilience;</li> <li>• reassessing divides and boundaries.</li> </ul>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

## 2.21 Teaching and research remit Urban Economics (UEC)

**Chair holder: Prof. Eveline van Leeuwen**

1	<i>Name of the chair group (in English and Dutch)</i>	Urban Economics (UEC)
2	<i>Brief summary of the (teaching and research) remit in max 35 words</i>	UEC contributes to more resilient cities & regions in terms of social equality, economic advantages and environmental quality.
3	<i>Brief description of the way the domain of the chair fits in the domain and mission of Wageningen University and the societal importance of the chair in max 35 words</i>	The research topics such as economic behaviour, the economics of sustainable consumption, regional food systems, energy transition and urban-rural interactions fit in the heart of the domain and strategy of WU.
4	<i>Concise description of the remit regarding teaching, research and value creation, max 150-200 words.</i>	<p>The number of people living in urban environments is increasing rapidly. The mission of the Urban Economics (UEC) chair is to contribute to more resilient cities in terms of social equality, economic advantages and environmental quality. Therefore, UEC focusses on two main themes: sustainable (energy &amp; food) consumption and urban-rural interactions.</p> <p>The research of UEC concentrates on the economic behaviour, institutions, and the incentives that can contribute to more sustainable urban consumption and healthy lifestyles, focusing on the role and participation of consumers and households, municipal authorities and institutions, firms and NGO's and the interactions between them. There is collaboration with several societal partners, such as the AMS institute, the Student hotel and provinces of Overijssel and Gelderland.</p> <p>Insights are used from general-, urban- and behavioural economics to improve the understanding of consumer and household decision making concerning sustainability, health and well-being and the impacts at the individual, urban and regional level.</p>
5	<i>Date of adoption of this description (decision of the EB) (only for filing purposes)</i>	8 November 2021

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Corporate Governance & Legal Services

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The mission of Wageningen University & Research is "To explore the potential of nature to improve the quality of life". Under the banner Wageningen University & Research, Wageningen University and the specialised research institutes of the Wageningen Research Foundation have joined forces in contributing to finding solutions to important questions in the domain of healthy food and living environment. With its roughly 30 branches, 6,500 employees (5,500 fte) and 12,500 students, Wageningen University & Research is one of the leading organisations in its domain. The unique Wageningen approach lies in its integrated approach to issues and the collaboration between different disciplines.

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