

2019 PhD Proposal – CSC-NCD CRCC Joint Funding Programme

| Information to be published on NZ-CFPN CRCC website if proposal is selected | |
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| Project title | Understanding Consumer, Producer and Regulator expectations of home-based contamination detection technologies |
| Supervisor title and name | Prof Phil Bremer ^a Dr Miranda Miroso ^a Assoc Prof Eddy Fang ^b |
| Department | Department of Food Science ^a and Economics ^b |
| University | University of Otago ^a and Xi'an Jiaotong - Liverpool University ^b |
| Email contact address | phil.bremer@otago.ac.nz ; miranda.miroso@otago.ac.nz ; Eddy.Fang@xjtlu.edu.cn |
| Link to Supervisor's research page | Dr Bremer: https://www.otago.ac.nz/food-science/staff/otago081267.html Dr Miroso: https://www.otago.ac.nz/food-science/staff/otago081263.html Assoc Prof Fang: http://www.xjtlu.edu.cn/en/departments/academic-departments/international-business-school-suzhou/staff/eddy-s-fang |
| Project outline 150-300 words (approx) describing a possible PhD project, which has a link with an existing or potential research partner in China | <p>There is significant interest in the development of cloud-based technologies that consumers can use in their homes to check the safety of their food.</p> <p>This research will explore consumer's expectations of the attributes of home-based contamination detection technologies and any concerns that food manufacturers or regulators may have about the widespread adoption of the technology. As diffusion of innovation differs with cultural context this research will be carried out in China and NZ.</p> <p>This approach will also enable potential barriers to their adoption to be identified and strategies developed to overcome them.</p> <p>This will be achieved by:</p> <ul style="list-style-type: none"> • Running consumer-orientated product development workshops using a consumer idealised design process with consumers in NZ and China to reach a consensus about ideal product attributes, therefore uncovering underlying consumer's wants, needs and expectations. • Conducting semi-structured personal interviews in NZ and China with key stakeholders (Regulators + Manufacturers) to uncover possible barriers and enablers for adoption. • Carrying out mock in-home trials with consumers in NZ and China to assess when and how the technology is being used and the general applicability of the data generated. <p>The democratization of detection technologies and the development of a big data information capture and reporting platform has the potential to revolutionise the role of the consumer in detecting, reporting and identifying food contamination and lead to consumer-lead improvements in food safety.</p> |
| References for further reading (optional) | |



| Additional information to be used in proposal selection process | |
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| NZCFPN CRCC priority area to which proposal is aligned (see list below) | <ul style="list-style-type: none">• Market & consumer perceptions• Big data and digital technologies• Advanced diagnostic tools & analytics |
| Brief outline of Supervisor's current research links with China or interest in developing them | <p>Mirosa and Bremer lead the Consumer Insight and Market Perception platform of the NZFSSRC and are members of the NZCFPN.</p> <p>Professor Bremer is an experienced academic and science program leader. Bremer has expertise in food safety and consumer focused research. He is the chair of the Science Leadership Team of the NZFSSRC.</p> <p>Dr Mirosa has significant experience in conducting consumer / market focused research in China and NZ.</p> <p>Assoc Prof Eddy Fang's (XJTLU) expertise is in innovation adoption in the food industry. He was a visiting scholar at the UoO in 2018.</p> <p>The research team brings together a unique set of skills perfectly suited to this project. The researchers are experienced and have good track records in delivery of research outcomes and publishing. The proposal also regroups teams of scholars that have already successfully worked together in the past, thereby generating confidence in the ability for this team to develop and maintain enduring relationship.</p> <p>Bremer, Mirosa and Fang are currently working on a number of different China-based research projects.</p> |