

Danes do not like to eat fish, right? But why? Food preferences in Denmark

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Room 120 (NBV10)

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Ana Oliveira Madsen, Ph.D., has studied Danish food habits - in particular Fish Consumption. She lived for 7 years in Denmark and has studied some of the food paradoxes present in the Danish meal. Ana holds a PhD in Social Sciences, with the title "How can we explain the cross-cultural difference in food patterns? Fish consumption in Denmark and Portugal as an example of how market systems produce consumption patterns".

Since 2012 Ana teaches at Católica Porto Business School (bachelor and master levels). She holds a 5 years degree in Business Administration from Universidade Católica do Porto, and has attended the Master of Science in Business Performance and Excellence at Århus Business School (Denmark). With various papers published, Ana has been given lectures on food consumption all over the world.