

Laudatio für Ehrendoktorin Prof. Dr. Cait Lambertson

Prof. Dr. Simon Lüchinger, Dekan der Wirtschaftswissenschaftlichen Fakultät

The Faculty of Economics and Management of the University of Lucerne hereby confers all the dignity, rights and privileges of an honorary doctorate degree in Economics and Management

- upon Prof. Dr. Cait Lambertson,
- who has made important contributions to the fields of consumer behavior, marketing practice and marketplace dignity
- who demonstrates an exemplary engagement to address important societal problems in her work, including the reduction of food waste, improvements in health-related decision-making, and marketplace dignity, always aiming to identify practical means, by which firms can design ways that affirm and respect individuals' inherent worth
- who sets an example for how rigorous work in academic research can benefit society through her active dialogue with practice

(Text by Prof. Dr. Leif Brandes)