

Upper Rhine Cluster for Sustainability Research

Researchers Profil

Name, Position & Affiliation

Prof. Dr. Oliver Frör

Leader Environmental Economics Group

University of Koblenz-Landau, Landau



Expertise in relation to the topics of the URCforSR (include max. 3 related and recent publications)

My expertise in relation to the topics of the URCforSR lies in the field of the determination of people's preferences in relation to sustainability. Within this field I focus on environmental goods like biodiversity, clean water resources or the conservation of nature. I have conducted research in various cultural backgrounds including Europe and Asia. The main methods used for preference analysis are so-called stated preference methods (market simulation) like Contingent Valuation or Choice Experiments.

Related publications:

- Häuser, I., Martin, K., Germer, J., He, P., Blagodatskiy, S., Liu, H., Krauß, M., Rajaona, A., Shi, M.J., Pelz, S., Langenberger, G., Zhu, C.D., Cotter, M., Stürz, S., Waibel, H., Steinmetz, H., Wieprecht, S., Frör, O., Ahlheim, M., Aenis, T., Georg, C. 2015. Environmental and socio-economic impacts of rubber cultivation in the Mekong region: challenges for sustainable land use. CAB Reviews. 10 (27): doi: 10.1079/PAVSNNR201510027.*
- Ahlheim, M., Frör, O., Luo, J., Pelz, S., Jiang, T. 2015. Towards a Comprehensive Valuation of Water Management Projects When Data Availability Is Incomplete The Use of Benefit Transfer Techniques. Water 7, 2472-2493.*
- Ahlheim, M., Börger, T., Frör, O. 2015. Replacing rubber plantations by rain forest in Southwest China Who would gain and how much?. Environmental Monitoring and Assessment 187(3), doi: 10.1007/s10661-014-4088-8.*

Special Interests in the topics of the URCforSR

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Within the URCforSR I am especially interested in how culture and language determine the perception and preferences for sustainability in the three different countries of the trimetropolitan Upper Rhine Region. I expect that these two factors play a decisive role of how people in these regions see priorities regarding economic, environmental and social aspects and how these are implemented in policy making and companies' actions. Further, I am interested in how natural resource management is influenced by the different characteristics of the population in the three countries.

What you are searching for regarding the cooperation within the URCforSR

As an empirically working economist I seek the expertise of scientists and experts in the fields of linguistics and cultural studies, especially with a strong focus on comparative studies. These experts should come from the different regions of the TMO Upper Rhine in order to generate a strong basis for comparative research in the areas mentioned above.