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## Deserving to Indulge and Donate: Drivers of Virtuous Consumer Behavior

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## **Acknowledgements**

Early in my PhD, I would finish my presentations on Healthy Shopping Dynamics with the well-known, somewhat hackneyed saying that “it is not about the destination, it is about the journey”. A few years later, I found a cartoon by James Norbury that reflects on this saying. It depicts a tiny dragon sitting on the back of a Big Panda. The Panda asks: “Which is more important—the journey or the destination?” The tiny dragon replies: “The company”. This strongly resonates with how I look back on my PhD trajectory. I am thrilled to have reached the destination after a long and diverse journey—geographically from Kornhorn to places such as New Orleans, Philadelphia, and Leeds. Nevertheless, I am most grateful for the memorable travel companions I have had.

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As final words on how I look back on these seven years as a PhD candidate, years filled with highlights as well as challenges, I kindly refer to one of my propositions based on a Turkish proverb: "No road is long with good company".