

The Research Behind Petite Practice®

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Petite Practice® is the applied framework built from **20+ years of peer-reviewed research** in behavioral economics, consumer choice, and decision science. Dr. Christiane's work has been published in leading economics, health, and management education journals and cited over 700 times across the field.

Ph.D. Research Key Findings

Small shifts beat big ones. Cited 297 times in the Journal of Health Economics: incremental changes drive more behavior change than dramatic ones.

Knowing what to do and doing it are governed by different cognitive systems in the brain, which is why "knowing better" rarely becomes "doing better."

It is not a willpower problem. What looks like willpower is almost always an incentive, information, or environment problem. Behavior change is economic, not just emotional.

Micro beats motivation. Across 20+ years of peer-reviewed research, sustained micro-decisions outperform one-time motivational shifts in driving lasting behavior change.

Petite Practice® is the framework built from this research, designed to work with how the brain actually makes decisions, not against it.

Selected Publications - 30+ peer-reviewed articles

Determining the impact of food price and income changes on body weight

Schroeter, C., Lusk, J., & Tyner, W.

Journal of Health Economics, Vol. 27(1), 45-68

Cited 297 times | 2008

When do fat taxes increase consumer welfare?

Lusk, J. L. & Schroeter, C.

Health Economics, Vol. 21(11), 1367-1374

Cited 47 times | 2012

The impact of guided vs. self-directed instruction on students' information literacy skills

Schroeter, C. & Higgins, L. M.

Journal for Advancement of Marketing Education, Vol. 23(1), 1-10

Cited 46 times | 2015

The Economics of Health and Vitamin Consumption

Schroeter, C., Anders, S., & Carlson, A.

Applied Economic Perspectives and Policy, Vol. 35(1), 125-149

Cited 43 times | 2013

The Impact of Nutritional Supplement Intake on Diet Behavior and Obesity Outcomes

Anders, S. & Schroeter, C.

PLOS One, Vol. 12(10), 1-17

Cited 39 times | 2017

Diabetes, Diet-Health Behavior, and Obesity

Anders, S. & Schroeter, C.

Frontiers in Endocrinology, Vol. 6, 33

Cited 37 times | 2015

An incentive-based health program using MyPlate: a pilot study analyzing college students' dietary intake behavior

Schroeter, C., Corder, T., Brookes, B., & Reller, V.

Journal of American College Health, Vol. 69(3), 252-259

Cited 28 times | 2021

Published In

Journal of Health Economics • Health Economics • PLOS One • Frontiers in Endocrinology • Journal for Advancement of Marketing Education • Applied Economic Perspectives and Policy • Journal of American College Health • Journal of Agricultural and Applied Economics

Full Bibliography

For Dr. Christiane's complete list of peer-reviewed publications, [please visit her Google Scholar profile.](#)

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