

Prof.(FH) Dr. Sebastian Berger

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Education

6/2009: Doctor's Degree in International Business Studies (dissertation & defense: grade A), Chair of Marketing, University of Vienna, Vienna, Austria;

6/2002: Magister Degree (passed with distinction) in Tourism and Leisure Management, Department of Tourism & Leisure Management, University of Applied Sciences, Krems, Austria;

8-12/2000: Study Abroad Program at the Arizona State University, Phoenix, USA; Dean's Certificate for an Excellent Academic Performance;

6/1998: Vocational Masseur Degree (passed with distinction), Doctor Vodder School, Walchsee, Austria;

6/1996: A-Levels at the Bundesrealgymnasium Reithmannstraße (an Austrian secondary education school type with emphasis on science), Innsbruck, Austria;

Professional Experience

12/2002 – present: Managing Partner of Dr. Berger Consult KG;

09/2002 – present: Project Associate/Lecturer, Chair of Marketing, University of Vienna;

9/2004 – 1/2012: Professor of Marketing and Management, Department of Tourism & Leisure Management, University of Applied Sciences, Krems, Austria;

10/2010: Visiting Professor, Qingdao University, Qingdao, China;

4/2009: Visiting Professor, Hue University, Hue, Vietnam;

9/2007: Visiting Professor, University Rovira i Virgili, Tarragona, Spain;

Winter 2003/Summer 2004: Tour Guide for Club Europe Holidays in Austria;

7-10/2003: Internship (Marketing), Castolin (Welding Equipment), Madrid, Spain;

8-12/2001: Internship (Financial Controlling), Henkel (Consumer Products), Düsseldorf, Germany;

2-6/2000: Internship (Marketing Research), Jenbacher (Gas Engines), Madrid, Spain;

Summer/Winter 1999/1998: Masseur and Fitness Instructor, Kulm Hotel, St. Moritz, Switzerland;

5-11/1997: Internship (Sales), Tyrolit (Grinding Equipment), Rugby, Great Britain;

8/1996-3/1997: Military Service as Professional Cross-Country Skier, Military School for Sports and Close Combat, Hochfilzen, Austria;

Scientific Awards

2013: Second Prize, Triconsult Prize for Innovative Marketing Research (TIM), awarded by Triconsult, Austrian Marketing Association, and Manstein Publishers, May 22nd, Vienna, Austria;

2012: Third Prize, Innovation Contest, Innovation Congress 2012, awarded by the Institut für Innovation (IFI), November 16th, Villach, Austria;

2012: Highly Commended Award winner of the 2011 Emerald/EFMD Outstanding Doctoral Research Awards in the Marketing Research category sponsored by the European Journal of Marketing;

2011: Nominated for the 6th Viennese Science Award by the City of Vienna, Category: Innovative Applications, September 29th, Vienna, Austria;

2011: First Prize, Triconsult Prize for Innovative Marketing Research (TIM), awarded by Triconsult, Austrian Marketing Association, and Manstein Publishers, May 11th, Vienna, Austria;

2010: First Prize, Innovation Into Business Award (INITS), Category: Information and Communication Technology, awarded by Kapsch, October 21st, Vienna, Austria;

2010: Second Prize, Triconsult Prize for Innovative Marketing Research (TIM), awarded by Triconsult, Austrian Marketing Association, and Manstein Publishers, May 19th, Vienna, Austria;

2009: Second Prize, Lupe Award for Excellent Scientific Communication, awarded by the Austrian Ministry of Science, November 18, Vienna, Austria;

2009: Nominated for the 4th Viennese Science Award by the City of Vienna, Category: Innovative Applications, September 10, Vienna, Austria;

2008: First Prize Poster Competition, 2nd Conference of the Universities of Applied Sciences Austria, Title: The Spotlight-Viewer as an Innovative Method for Measuring Advertising Effectiveness, March 26-27, Wels, Austria;

2007: Conferment of the title "Professor of Applied Sciences" [Prof.(FH)] by the University of Applied Sciences Krems, November 28, Krems, Austria;

Selected Recent Publications as First Author

Berger, S. & Schwabl, T. (2013): Werbewirkungsmessung mit Online Eye-Tracking. Prognose am Beispiel Google AdWords. Planung & Analyse, Vol. 3, 37-40.

Berger, S. & Oberecker, E. (2013): MindTake Research – Implizite Online-Marktforschung. In: Cases of Austrian Marketing Practice, 6th Edition, Wagner, U., Reisinger, H., & Schwand, C. (Eds.), Vienna: WUV, 11-22.

Berger, S., Wagner, U., & Schwand, C. (2012): Assessing Advertising Effectiveness: The Potential of Goal Directed Behavior. Psychology & Marketing, Vol. 29, Nr. 6, 411-421.

Berger, S., & Schwand, C. (2011): Aufmerksamkeitswirkung im Lebensmitteleinzelhandel: Eine empirische Studie im Auftrag der Z-E-V Markant Nah- und Frisch Marketingservice GmbH. In: Proceedings of the 5th Conference of the Universities of Applied Sciences Austria, April 27-28, Vienna, Austria, 310-313.

Berger, S., & Schwand, C. (2011): Der Mindspotter: Reaktionszeitbasierte Gehirnforschung zur erfolgreichen Markenführung. In: Proceedings of the 5th Conference of the Universities of Applied Sciences Austria, April 27-28, Vienna, Austria, 368-369.

Berger, S., & Wagner, U. (2010): Implicit Measurement of Advertising Effectiveness by Recording Goal-Directed Behavior. In: Proceedings of the EMAC Regional Conference on Marketing Theory Challenges in Emerging Societies, September 23-25, 2010, Budapest, Hungary, 23-35.

Berger, S., & Wagner, U. (2010): Implicit Measurement of Advertising Effectiveness by Recording Goal-Directed Behavior. In: Proceedings of the 4th German-French-Austrian Conference on Quantitative Marketing, September 16-18, 2010, Vienna, Austria, 34.

Berger, S., Wagner, U. (2010): The Spotlight-Viewer Methodology: Implicit Measurement of Advertising Effectiveness by Recording Goal-Directed Behavior. In: Proceedings of the 2nd Workshop on Marketing Metrics, Risk and Performance Modelling, May 6-7, Berlin, Germany.

Berger, S. (2009): Nespresso - What else? Wirkt Werbung? In: Cases of Austrian Marketing Practice, 5th Edition, Wagner, U., Reisinger, H., & Schwand, C. (Eds.), Vienna: WUV, 45-54.

Berger, S., & Schwand, C. (2009): Implizite Messung der Effektivität von visueller Werbekommunikation. In: Proceedings of the 3rd Conference of the Universities of Applied Sciences Austria, April 15-16, Villach, Austria, 75-81.

Other Vocational Experience and Awards

10/2010 - present: Owner of the European Trademark „Mindspotter“;

10/2009 - present: Owner of the Austrian Patent with the Number 506572 – Method for the Measurement of Visual Attention When Observing Static and Dynamic Visual Scenes;

6/2008 - present: Owner of the European Trademark „Spotlight-Viewer“;

2/2002 - present: Member of Henkel's Career Program „Career Track“;

1996 - 1997: Member of the Austrian Cross Country Skiing Team;

1991 - 1998: Member of the Tyrolean Cross Country Skiing Team;