

CURRICULUM VITAE

CHRISTOPH FUCHS, PHD

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University of Vienna
Faculty of Business, Statistics, and Economics
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Austria
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EMPLOYMENT

2021 - Professor, Chair of Marketing, Faculty of Management, Statistics, and Economics, University of Vienna, Austria

2016 - 2021 Academic Program Director “Master of Management in Technology”

2015 - 2021 Professor, Chair of Marketing, TUM School of Management, Technical University of Munich, Germany

2015 - Visiting Guest Professor, Rotterdam School of Management (RSM), Erasmus University Rotterdam, The Netherlands

2018 Visiting Scholar, ESADE Business School, Barcelona, Spain

2013 - 2014 Associate Professor (tenured), Rotterdam School of Management (RSM), Erasmus University Rotterdam

2010 - 2013 Assistant Professor, Marketing Management, Rotterdam School of Management, Erasmus University Rotterdam, The Netherlands

2008 - 2010 Assistant Professor, Marketing and Innovation Management, Aarhus School of Business (ASB) Aarhus University, Denmark

2004 - 2008 Research and Teaching Associate, Faculty of Business Research, University of Vienna, Austria

EDUCATION

2004 - 2008 Ph.D. (Management, *with distinction*), University of Vienna, Austria

2001 McCombs School of Business, University of Texas at Austin, United States

1998 - 2003 M.Sc. (Business), WU-Vienna, Austria

RESEARCH INTERESTS

Behavioral Marketing, Customer Empowerment, Cross-Cultural Marketing Research, Prosocial Marketing, Consumer Psychology and Behavior, Personalization and Alienation in Production and Consumption, Product Creativity, Psychological Consequences of Digital and Technological Change, AI and Decision-Making, Biases in Idea Generation and Selection, Consumer Response to New Marketing Strategies, Measurement of Psychological States using AI

SELECTED MEDIA COVERAGE OF RESEARCH

ANI News, Ars Technica Review, Big News Network, Big Think, Bloomberg, Blick, BR24, Business Quarter, Daily Mail, Die Presse, Der Standard, Dolomiten, Earth.com, EurekaAlert, Fast Company, Forbes, Futurism, Heise Online, Kleine Zeitung, Market Watch, Harvard Business Manager, Harvard Business Review, Hindustan Times, Innovation Origins, Market Business News, New Scientist, NewsWise, Hindustan Times, HR Drive, Huffington Post, Human Resources Director, Psychology Today, Robotics Business Review, Science Daily, Sify News, Tech Xplore, Tech Explorist, The Free Press, The Times, The Times of India, The Japan Times, Wall Street Journal, Wirtschaftspsychologie aktuell, World Economic Forum, Yahoo News, ZDNet

PEER-REVIEWED ARTICLES

1. Gianna Bruckberger, Christoph Fuchs, Martin Schreier, Stijn M.J. van Osselaer (2023), Retailing Groundedness: How to Boost Customer Experience, Brand Perception, and Customer Loyalty Through Feelings of Groundedness, *Journal of Retailing*, in press.
<https://doi.org/10.1016/j.jretai.2023.11.004>
2. Böhm, Robert, Moritz Jörling, Leonhard Reiter, and Christoph Fuchs (2023), People Devalue Generative AI's Competence but not Its Advice in Addressing Societal and Personal Challenges" *Communications Psychology*, 1, 32, <https://www.nature.com/articles/s44271-023-00032-x>
3. Caprioli Sara, Christoph Fuchs, and Bram van den Bergh (2023), On Breaking Functional Fixedness: How the Aha! Moment Enhances Perceived Product Creativity and Product Appeal, *Journal of Consumer Research*, 50(1), 48-69; <https://doi.org/10.1093/jcr/ucad010>
*Editors' Choice
4. Biraglia, Alessandro, Christoph Fuchs, Elisa Maira, and Stefano Puntoni (2023), When and Why Consumers React Negatively to Brand Acquisitions: A Values Authenticity Account, *Journal of Marketing*, 87 (4), 601-617.
5. Schnurr, Benedikt and Christoph Fuchs (2023), Public Reactions to Gender Discrimination. *Journal of Experimental Psychology: Applied*, 29 (2), 451-466.
<https://doi.org/10.1037/xap0000433>
6. Schnurr, Benedikt, Elisa Maira, Christoph Fuchs, Stefano Puntoni, Martin Schreier and Stijn van Osselaer (2022), Selling and Self: The Non-Economic Value of Market Exchanges, *Journal of Marketing*, 86(3), 40-58.
7. Fuchs, Christoph, Martin Schreier, Stijn van Osselaer, and Ulrike Kaiser (2022), The Value of Making Producers Personal, *Journal of Retailing*, 98(3), 486-495.
8. Acar, Oguz A., Christoph Fuchs, Martin Schreier, Darren W. Dahl (2021), Why Consumers Prefer Crowdfunded Products. *Journal of Marketing Research*, 58(4) 644-661.
9. Granulo, Armin, Christoph Fuchs, and Stefano Puntoni (2020). Preference for Human (vs. Robotic) Labor is Stronger in Symbolic Consumption Contexts, *Journal of Consumer Psychology*, 31(1), 72-80.
*Top cited article
*Featured in Wall Street Journal

10. van Osselaer, Stijn, Christoph Fuchs, Martin Schreier, and Stefano Puntoni (2020). The Power of Personal, *Journal of Retailing*, 96(1), 88-100.
11. Fuchs, Christoph, Martijn G. de Jong, and Martin Schreier (2020). Earmarked Donations to Charity: Cross-Cultural Evidence on its Appeal to Donors across 25 Countries. *Management Science*. 66(10), 4820-4842, <https://doi.org/10.1287/mnsc.2019.3397>.
12. Granulo, Armin, Christoph Fuchs, Stefano Puntoni (2019). Psychological Reactions to Human versus Robotic Job Replacement. *Nature Human Behaviour*. August 5. doi: 10.1038/s41562-019-0670-y (Altmetric Score of this article: 99nd Percentile).
13. Maier, Marco, Daniel Elsner, Chadly Marouane, Meike Zehnle and Christoph Fuchs (2019) DeepFlow: Detecting Optimal User Experience from Physiological Data Using Deep Neural Networks. *Proceedings of the International Joint Conference of Artificial Intelligence*. 1415-1421. <https://doi.org/10.24963/ijcai.2019/196>. (CORE ranking: A*)
14. Fuchs, Christoph, Fabian Sting, Maik Schlickel, and Oliver Alexy (2019). The Ideator's Bias: How Identity-induced Self-efficacy Drives Idea Overestimation in Employee-driven Process Innovation. *Academy of Management Journal*, 62(5), 1498–1522.
*Winner Jürgen Hauschildt Best Paper Award 2019, German Business Association
** Finalist Best Paper Award 2020, German Business Association (VHB)
15. Nishikawa, Hidehiko Martin Schreier, Christoph Fuchs, and Susumu Ogawa (2017). The Value of Marketing Crowdsourced New Products as Such: Evidence from Two Randomized Field Experiments. *Journal of Marketing Research*, 54(4), 525-539.
16. Fuchs, Christoph, Martin Schreier, and Stijn M. J. van Osselaer (2015). The Handmade Effect: What's Love Got to Do with It? *Journal of Marketing*, 79(2), 98-110.
*Finalist *Sheth Foundation Journal of Marketing Award*.
17. Dahl, Darren W., Christoph Fuchs, and Martin Schreier (2015). When and Why Consumers Prefer Products Developed by User-Driven Firms. *Management Science*, 61(8), 1978-1988.
18. Fuchs, Christoph, Emanuela Prandelli, Martin Schreier, and Darren W. Dahl (2013). All That Is Users Might Not Be Gold: How Labeling Products as User-Designed Backfires in the Context of Luxury Fashion Brands. *Journal of Marketing*, 77(5), 75-91.
19. Schreier, Martin, Christoph Fuchs, and Darren W. Dahl (2012). "The Innovation Effect of User Design". Exploring Consumers' Innovation Perceptions of Firms Selling Products Designed by Users. *Journal of Marketing*, 76(4), 18-32.
*Runner-up *MSI H. Paul Root Award*.
20. Fuchs, Christoph and Adamantios Diamantopoulos. (2012). Customer-Perceived Positioning Effectiveness: Conceptualization, Operationalization, and Implications for New Product Managers. *Journal of Product Innovation Management*, 29(2), 229-244.
21. Diamantopoulos, Adamantios, Marko Sarstedt, Christoph Fuchs, Sebastian Kaiser, and Petra Wilczynski (2012). Guidelines for Choosing between Multi-Item and Single-Item Scales for Construct Measurement: A Predictive Validity Perspective. *Journal of the Academy of Marketing Science*, 40(3), 434-449.
22. Fuchs, Christoph and Martin Schreier (2011). Customer Empowerment in New Product Development. *Journal of Product Innovation Management*, 28(1), 17-32, 2011.
*Winner Thomas P. Hustad Award for the best JPIM paper in 2011

**Most cited JPIM paper in 2012

23. Fuchs, Christoph, Emanuela Prandelli, and Martin Schreier (2010). The Psychological Effects of Empowerment Strategies on Consumers' Product Demand. *Journal of Marketing*, 74(1), 65-79.
24. Fuchs, Christoph and Adamantios Diamantopoulos (2010). Evaluating the Effectiveness of Brand-Positioning Strategies from a Consumer Perspective. *European Journal of Marketing*, 44(11/12), 1763-1786.
*Winner Emerald Literati Outstanding Paper Award
25. Fuchs, Christoph and Adamantios Diamantopoulos (2009). Using Single-Item Measures for Construct Measurement in Management Research: Conceptual Issues and Application Guidelines. *Business Administration Review (DBW)*, 69(2), 197-212.

Google Scholar citation count: 6083

NON PEER-REVIEWED ARTICLES

1. Benedikt Schnurr, Christoph Fuchs, Elisa Maira, Stefano Puntoni, Martin Schreier, Stijn MJ van Osselaer (2023). Der nicht-monetäre Nutzen des Verkaufs selbsthergestellter Produkte. *Schmalenbach IMPULSE*, 3(1):1-9; <https://doi.org/10.54585/KZCU6644>
2. Acar, Oguz, A., Darren W. Dahl, Christoph Fuchs, and Martin Schreier (2021). When do Consumers Prefer Crowdfunded Products? *Harvard Business Review*, online version (May 10). <https://hbr.org/2021/05/when-do-consumers-prefer-crowdfunded-products>
3. Sting, Fabian, Christoph Fuchs, Maik Schlickel, and Oliver Alexy (2019). How To Overcome the Bias We Have Toward Our Own Ideas. *Harvard Business Review*, online version (May 14). <https://hbr.org/2019/05/how-to-overcome-the-bias-we-have-toward-our-own-ideas>
*Featured in the *Harvard Business Manager*
4. Fuchs, Christoph (2017). How Best to Market a Crowdsourced Product?. *RSM Discovery-Management Knowledge*, 29(1), 15-17.
5. Schreier, Martin, Hidehiko Nishikawa, Christoph Fuchs, and Susumu Ogawa (2016). Crowdsourced Products Sell Better When They're Marketed That Way. *Harvard Business Review*, online version (November 08). <https://hbr.org/2016/11/crowdsourced-products-sell-better-when-theyre-marketed-that-way>
6. Fuchs, Christoph (2015). When and Why Consumers Prefer Products from User-Driven Firms. *RSM Discovery - Management Knowledge*, 24 (4), 17-19.
7. Fuchs, Christoph and Martin Schreier (2012). Customer Empowerment in New Product Development. *RSM Insight*, 1, 16-17.
8. Fuchs, Christoph and Adamantios Diamantopoulos (2012). Positioning Bases' Influence on Product Similarity Perceptions. In A. Diamantopoulos, W. Fritz & L. Hildebrandt (Eds.), *Quantitative Marketing and Marketing Management*. Berlin: Springer.

MANUSCRIPTS UNDER REVIEW/REVISION & IN PREPARATION FOR SUBMISSION

1. Granulo, Armin, Anne Kranzbuehler, Christoph Fuchs, and Stefano Puntoni. Explaining Reactions to Offshoring – A Social Contract Account. (*revising for 2nd round of reviews at **Journal of Consumer Research***).
2. Caprioli Sara, Christoph Fuchs, and Nailya Ordabadeva. Brand Logo Prominence Effects: The Role of Self-Efficacy. (*reject and resubmit **Journal of Marketing***).
3. Lim, Sarah, Stijn van Osselaer, Joseph Goodman, Christoph Fuchs, and Martin Schreier. When and Why Consumer Identification Increases Consumer Preferences (*revising for 3rd round reviews at **Journal of Retailing***).
4. Schnurr, Benedikt, Ulrike Kaiser, Martin Schreier, Christoph Fuchs, and Stijn van Osselaer. The Signature Effect: How Personalizing the Fruits of One’s Labor Increases Work Motivation and Performance (*under review for 2nd round of reviews at **Journal of Marketing Research***).
5. Granulo, Armin., Sara Caprioli, Christoph Fuchs, and Stefano Puntoni (2023). Deployment of Algorithms in Management Tasks Reduces Prosocial Motivation. Psyarxiv.org, (*under review for 2nd round of reviews at **Computers in Human Behavior***).
6. Acar, Oguz A. and Christoph Fuchs. Novelty-seeking might underlie curiosity and the novelty dimension of creativity, but not the usefulness dimension (invited comment, ***Behavioral and Brain Sciences***).
7. Christoph Fuchs, Paolo Letizia, Haileab Tesfe, Anupam Agrawal. How Does Product Customization Affect Consumer Returns? (*under review*).
8. Stich, Lucas, Christoph Ungemach, Christoph Fuchs, and Martin Spann (2022). “Disclosing Labor Costs and Consumer Preference. SSRN 4268522 (*under review*).
9. Fuchs, Christoph and Adamantios Diamantopoulos. The Global-Local Brand Paradox. *working paper*.

SELECTION OF ONGOING RESEARCH PROJECTS

“Customization and Individual Consumer Characteristics” with Paolo Letizia and Haileab Tesfe.

“The Made-To-Order Effect” with Sara Lim, Eugina Leung, and Stijn van Osselaer.

“Dominance in Collaborative Ideation” with Fabian Sting and Johannes Schleef.

CONFERENCE PRESENTATIONS / PROCEEDINGS

- Association for Consumer Research Conference (ACR)
- American Marketing Association Winter/Summer Educators’ Conference (AMA)
- European Academy of Marketing Conference (EMAC)
- European Society for Consumer Psychology (ESCP)
- Open and User Innovation Conference (OUIC)
- JAMS Thought Leaders Conference
- INFORMS Annual Meeting

- INFORMS Marketing Science Conference
- International Product Development Management Conference (IPDMA)
- Production and Operations Management Society Conference (POMS)
- Society for Consumer Psychology Conference (SCP)
- Subjective Probability, Utility, and Decision Making Conference (SPUDM)
- Symposium on Alienation and Meaning in Consumption and Production
- Symposium on Marketing and Innovation
- As well as practitioner conferences and more specialized workshops.
- A full list of conference presentations is available upon request.

OVERVIEW OF SUBJECTS/COURSES TAUGHT

- Principles of Marketing II, Applications (Marketing, B.Sc.), University of Vienna
- Advanced Topics in International Marketing (M.Sc.), University of Vienna
- International Marketing Strategy (M.Sc.), University of Vienna
- Luxury Marketing (M.Sc.), University of Vienna
- Marketing and Innovation (M.Sc.), University of Vienna
- Marketing (Management), University of Vienna
- E-Business and IT Strategy, M.Sc.), Aarhus University, ASB
- Global Marketing (M.Sc.), Erasmus University Rotterdam, RSM
- Social Media and Inbound Marketing (Executive Education), RSM
- Creating Value through Customer Integration (Executive Education), RSM
- Entrepreneurial Marketing (B.Sc., Strategy, Bachelor), RSM
- Generating and Implementing Research Ideas (Ph.D. course), RSM
- Hacking the Code of Publishing (Ph.D. course), RSM
- Principles of Marketing (M.Sc.), Technical University of Munich, TUM
- Development and Marketing of New Products (M.Sc.), TUM
- Research Colloquium (M.Sc.), TUM
- Academic Research Writing (Ph.D. course), TUM
- Marketing Strategy, (Executive Education), TUM

TEACHING QUALIFICATIONS

- Case teaching certificate, Erasmus University
- Certificate to meet BKO standards, Erasmus University
- Teaching certificate for assistant professors (2 semesters, 150 hours), ASB
- Presentation skills workshop, University of Vienna

DOCTORAL STUDENT SUPERVISION

2023 -	Gianna Bruckberger
2021 -	Andreas Raff
2015 - 2020	Armin Granulo, TUM
2015 - 2021	Sara Caprioli, TUM
2012 - 2017	Elisa Maira, Erasmus University, Assistant Professor, TU Eindhoven

AWARDS

2022	Mentor ACR-Sheth Doctoral Symposium
2021	Faculty Fellow EMAC Doctoral Colloquium
2020	Finalist Sheth Foundation/Journal of Marketing Award

- 2020 Outstanding Reviewer Award, *Journal of Consumer Research*
- 2019 Finalist Best Paper Award VHB 2020
- 2019 Jürgen Hausschildt Award for the best paper in Technology, Innovation, and Entrepreneurship, German Association for Business Research, TIE division
- 2018 Best Teaching Award 2018, TUM School of Management
- 2018 Faculty Fellow at the AMA Sheth Doctoral Consortium
- 2014 Erasmus Research Institute of Management (ERIM) “High-Performing” Member
- 2013 Faculty Fellow at the 2014 PDMA Doctoral Consortium at Chicago
- 2013 Offer for a Full Professor Position at the WHU (Otto-Beisheim-School of Management)
- 2013 “Early” Tenure, Rotterdam School of Management, Erasmus University
- 2013 Runner-up MSI H. Paul Root Award
- 2013 Erasmus Research Institute of Management (ERIM) “High-Performing” Member
- 2012 Winner Thomas P. Hustad Best Paper Award
- 2011 Runner-up Theo Schoeller-Award
- 2011 Winner Emerald Outstanding Paper Award
- 2011 Associate Researcher at Erasmus Centre for Customer Value Chains (ECCV) and Erasmus Centre for Marketing of Innovation (ECMI)
- 2008 Ph.D. University of Vienna – with distinction
- 2000 Member WU Vienna Center of Excellence

PROFESSIONAL ACTIVITIES

Area/Associate Editor:

- Associate Editor *Journal of Consumer Research* (as of 01/2021; VHB journal ranking: A+)
- Associate Editor *Journal of Marketing* (2020 – present; VHB journal ranking: A+ journal)
- Associate Editor *Journal of Marketing* (special issue on “New Technologies and Marketing,” 2019)
- Guest Area Editor *International Journal of Research in Marketing* (2021)

Editorial Board Membership:

- *Journal of Consumer Research* (2018 - 2020)
- *Journal of Marketing* (2018 - 2020)
- *International Journal of Research in Marketing* (2014 – present, VHB journal ranking: A)
- *Journal of Product Innovation Management* (2014 – present, VHB journal ranking: A)

Ad-hoc Reviewer:

- *British Journal of Management, Business Research, Business and Information Systems Engineering, Creativity and Innovation Management, European Journal of Marketing, European Sport Management Review, Journal für Betriebswirtschaft, Journal of the Association for Consumer Research, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Interactive Marketing, Journal of the Academy of Marketing Science, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, Journal of Service Research, Industry and Innovation, Industrial Marketing Management, International Marketing Review, Marketing ZFP – Journal of Research and Management, Management Science, Organization Science, Production and Operation Management Journal (POMS), PLoS ONE, Psychology and Marketing, Service Industries Journal*

Conferences:

- ACR Association for Consumer Research Conferences,
- AMA American Marketing Academy Winter/Summer Educators’ Conferences
- AMA Consumer Behavior Special Interest Group conference
- EMAC European Marketing Academy Conferences

- EMAC McKinsey Dissertation Award
- Society for Consumer Psychology Conferences

Grants:

- The Research Foundation Flanders (FWO)
- Deutsche Forschungsgemeinschaft (DFG)
- Social Sciences and Humanities Research Council of Canada
- Schweizer Nationalfonds zur Förderung der wissenschaftlichen Forschung (SNF)

Conference Organizer:

- Symposium on Alienation and Meaning in Production and Consumption in Munich, January 2017

Track Chair (Innovation Management & New Product Development) European Marketing Academy:

- EMAC Annual Conference 2016
- EMAC Annual Conference 2017
- EMAC Annual Conference 2019
- EMAC Annual Conference 2020
- EMAC Annual Conference 2021
- EMAC Annual Conference 2022
- EMAC Annual Conference 2023
- EMAC Annual Conference 2023

Program Committee:

- Association for Consumer Research Conference in Paris, October 2020
- Consumer Behavior Special Interest Group (CBSIG) in Bern, June 2019
- Association for Consumer Research Conference in Berlin, October 2015

Organizer Special Interest Group Session:

- Bridging the Gap between Marketing Strategy and Consumer Behavior, EMAC Conference, Leuven, 2016
- Biases in Marketing: Uncovering and Reducing Important Biases in Managerial and Consumer Decision Making, EMAC Conference, Valencia, 2014.
- Innovation through the Lens of Marketing, EMAC Conference, Istanbul 2013

Administration (selected)

- Recruiting Full Professor of Marketing (chair) University of Vienna
- Recruiting Full Profess of Organization (committee member), University of Vienna
- Member of the Master Program Committee
- Curriculum Master Program (chair)
- Member Curriculum AG, Master Programs, University of Vienna
- Recruiting Full Professor Marketing (chair), Heilbronn, TUM
- Recruiting Tenure Track Professorships in Marketing (chair and member) TUM Munich
- Recruiting Business Analytics (committee member), Heilbronn, TUM
- Recruiting Empirical Methods (committee member), Munich, TUM
- Recruiting Administrator, RSM, Erasmus University
- CEMS Marketing Program, representative, RSM, Erasmus University
- Lead Subject Pool, RSM, Erasmus University

INVITED ACADEMIC TALKS

2024 King's College London

2024 Cornell University, Ithaca
2023 Tilburg, Marketing Winter Camp
2023 City University of Hongkong
2023 Hongkong Polytechnic University
2023 Copenhagen Business School, PhD day
2023 Grenoble Ecole de Management (virtual)
2022 Koc University (virtual)
2022 University of Lucerne
2022 Toulouse Business School
2020 City University, London, Cass Business School (rescheduled)
2020 Tilburg University, Social Psychology Group (canceled)
2020 LMU Munich
2020 WU Vienna
2020 University of Vienna
2020 Technical University of Berlin
2019 VHB Meeting, Technology and Innovation Management Division, Invited Keynote
2018 EMAC Conference, Hamburg, Invited Talk
2019 Erasmus University, Rotterdam
2018 IESE, Barcelona
2018 ESADE, Barcelona
2018 Frankfurt School of Finance and Management
2018 ESSEC, Paris
2018 University of Lille
2017 Louvain Business School
2016 The Branding Day, Berlin, Invited Keynote
2016 University of Mannheim
2016 University of Innsbruck
2015 University of Cologne
2014 Tilburg University, Judgment and Decision-Making Meeting
2014 University of Texas, Austin
2014 University of Illinois, Chicago
2013 Catholic University of Leuven
2013 University of Groningen
2013 WHU Vandellar
2013 TU Munich
2013 Newcastle University
2013 WU Vienna
2012 University of Vienna
2012 Bocconi University
2009 Erasmus University
2009 University of Bern
2009 IE Business School
2009 University of Amsterdam
2009 NEXT International Conference, Denmark, Invited Talk
2008 University of Aarhus

SERVICE TO THE UNIVERSITY AND COMMUNITY

Early Career Mentor, Association for Consumer Research
Tenure Mid Term Evaluation (Frankfurt School of Finance and Management)
Faculty Report chapter (for EQUIS accreditation)
Referee, Professorship (Marketing, International)
Referee, Full Professorship (Marketing, International)
Elected Member of the Faculty Council, TU Munich
Member of Appointment Committee, TU Munich (Digital Marketing)
Member of Appointment Committee, TU Munich (Behavioral Research Methods; Strategic Management; Marketing; Digital HR)
Member of Appointment Committees, TU Munich (Business Analytics)
Head of Appointment Committee, TU Munich (Marketing)
Mid-term Evaluation Assistant Professor (Marketing)
Tenure Committee Member (Marketing, International)
Developing Marketing Strategy Proposal for TU Munich, 2017
Development of a Marketing Strategy for the TUM School of Management
Referee, Full Professorship (Innovation and Entrepreneurship)
Hiring Committee Member (Professor of Marketing)
Marketing Strategy Development for the TU Munich
Co-Founder – BEWIP Seminar, Behavioral Work in Progress Brownbag Tuesday, EQUIS and AACSB Accreditation (support)
Organizer International Invitational Symposium on “Alienation and Meaning in Consumption and Production” TU Munich, January 12-13, 2017
Academic Program Director, Master of Management and Technology, TU Munich, 2016 –
Marketing Strategy for TUM School of Management, 2016
Coordinator, Faculty Recruitment, Erasmus University, 2013
Committee Member, Development of Research Integrity Guidelines for EMAC, 2013
Member RSM Master Program Committee, Erasmus University, 2013-2014
Member of the Social Media Task Force, Erasmus University, 2013-2014
Department Representative in Exec. Education Client Meetings, Erasmus University, 2013
Coordinator of the ERIM Behavioral Lab (Participant Pool), 2012-2013
Co-Administration of the Frontiers in Marketing Program, Erasmus University, 2012
RSM representative for CEMS Marketing Programs, Erasmus University, since 2011-2014
Organization of Research and Brownbag Seminars, Aarhus University, 2009 - 2010
Special Session Organizer and Session Chair at conferences

SELECTED CONSULTING AND INDUSTRY COOPERATIONS

HYVE, T-Mobile, AVL, Infineon, Bosch, Siemens, Linde, Nobilia, Hella, Muji, Advancy;
collaborations with numerous startups

INDUSTRY POSITIONS

2002 - 2004 IBM CEMA (Central, Middle East and Eastern Europe), Marketing Research, Country Planning, International Distribution Channels Management (Austria)

2023 - Member of Supervisory Board (Aufsichtsrat) Kärnten Werbung Marketing & Innovationsmanagement GesmbH