

CURRICULUM VITAE OF PROF. DR. ALEXANDER EDELING

Status: June 2024

PERSONAL INFORMATION

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ACADEMIC POSITIONS

October 2021 – current Associate Professor of Marketing
KU Leuven

2016 – 2021 Postdoctoral researcher
Chair in Marketing Science and Analytics (Prof. Dr. Marc Fischer)
University of Cologne

2019 Research visit from September-December (financed through scholarship of the German Academic Exchange Service) at Boston University (host: Professor Dr. Shuba Srinivasan)

2011 – 2016 Research assistant
Chair in Marketing Science and Analytics (Prof. Dr. Marc Fischer)
University of Cologne

2010 Student Assistant
Institute of Sport Economics and Sport Management (Prof. Dr. Christoph Breuer)
German Sport University, Cologne
Participation in a project for the German Federal Ministry of Finance on the financial effects of sport in Germany

EDUCATION

2011 – 2016 Ph.D. in Marketing (summa cum laude)
Dissertation topic: *Essays on Strategic Marketing Behavior and Its Financial Performance Implications*
University of Cologne,
Committee: Prof. Dr. Marc Fischer (supervisor), Prof. Dr. Werner Reinartz, Prof. Dr. Hernan Bruno

2004 – 2010 Diploma Studies in Business Administration
University of Mannheim,
• Degree: Diplom-Kaufmann (equivalent to Master of Science; grade: 1.5 on scale from 1 – 5)
• Majors: Marketing, Accounting, Intercultural Studies

2007 – 2008 Grenoble Ecole de Management, France
Erasmus exchange program

1994 – 2003 Gymnasium Essen-Werden,
Abitur (equivalent to A level; grade: 1.2)

2000 – 2001 High school year in Melbourne, Australia

PROFESSIONAL EXPERIENCE OUTSIDE ACADEMIA

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| From Nov 2023 | Steering council member of the Association of National Advertisers Marketing & Brand Valuation Thought Leadership Initiative (other members: e.g., Peter Fader, Natalie Mizik, Kevin L. Keller) |
| Since 2019 | eDOcation UG (digital platform that connects young researchers and industry), Cologne Co-founder |
| 2016 – 2017 | Deutsche Bahn AG, Frankfurt am Main Consulting project on the sales impact of customer satisfaction improvement |
| 2010 – 2011 | Vodafone GmbH, Düsseldorf Trainee in the customer operations division |
| 2009 | BMW Financial Services GmbH, München Intern in the regional staff Europe |
| 2009 | komm.passion GmbH, Berlin Student consultant |
| 2008 | Homburg und Partner GmbH, Mannheim Intern and working student in the chemicals and automotive teams |
| 2006 – 2007 | Engelhorn Sports GmbH, Mannheim Sales assistant |
| 2005 | RAG AG (today: Evonik Industries), Essen Intern in the group controlling |
| 2003 – 2004 | Military Service (Fernmeldebataillon 820), Düsseldorf |

RESEARCH INTERESTS

My research focuses on solving managerially relevant strategic marketing problems by applying quantitative data analytics methods. Areas of expertise:

- Marketing-finance interface
 - Creator economy
 - Digitization
 - Corporate social responsibility
 - Econometric modeling, empirical generalizations (meta-analysis)
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RESEARCH AWARDS

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| 2024 | Best Paper Award at the La Londe Service Conference 2024 Winner of the 2023 VHB (German Academic Association for Business Research) Marketing Section Best Paper Award Winner of the 2023 AMA/Marketing Science Institute/H. Paul Root Award, <i>Journal of Marketing</i> |
| 2023 | Finalist for the 2023 Sheth Foundation/ <i>Journal of Marketing</i> Award for the article that has made long-term contribution to the field of marketing Winner of the 2022 Best Paper Award of the <i>International Journal of Research in Marketing</i> Best Paper Award (Consumer Behavior Track) at AMA Winter Conference |
| 2022 | Finalist for the 2021 Best Paper Award of the <i>International Journal of Research in Marketing</i> |
| 2019 | Finalist for the 2018 VHB (German Academic Association for Business Research) Best Paper Award (Winner of the Marketing Section) |
| 2017 | Finalist for the 2017 EMAC / Sheth Doctoral Dissertation Competition |

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|------|---|
| | Finalist for the 2017 Paul E. Green Award, <i>Journal of Marketing Research</i> |
| | Winner of the 2017 University of Mannheim's Institute for Market-Oriented Management Dissertation Award |
| 2016 | Winner of the 2016 Horizont Foundation Dissertation Award |
| | Finalist for the 2016 DMV (Deutscher Marketing Verband) Science Award |

TEACHING AWARDS

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| 2022 | Best Teacher Recognition of the Faculty of Economics and Business of KU Leuven |
| 2019 | Junior Teaching Award of the Faculty of Economics and Social Sciences of the University of Cologne |

ACQUIRED FUNDING

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| 2024 | DFG conference grant for the organization of the Marketing Strategy Meets Wall Street Conference at the University of Cologne (25,000 €) |
| 2021 | Start-Up grant by KU Leuven |
| 2020 | Incubator grant for the third-mission project <i>eDOcation</i> (platform to connect young researchers with companies) by the <i>Stifterverband</i> within the initiative <i>Wirkung hoch 100</i> (www.stifterverband.org/wirkunghoch100/projekte) |
| 2019 | DAAD scholarship for a research visit at Boston University in the fall semester 2019/2020 |
| Since 2018 | Third-party funding by a multinational pharmaceutical company |
| Since 2014 | Third-party funding by a multinational health-care company |

PUBLICATIONS

Articles in refereed journals

- “Does Bigger Still Mean Better? How Digital Transformation Changes the Market Share-Performance Relationship” (with Alexander Himme, Felix Anton Sklenarz, and Julian Wichmann), *International Journal of Research in Marketing*, forthcoming. [Featured in *Harvard Business Manager*].
- Stäbler, Samuel, Alexander Himme, Alexander Edeling, and Max Backhaus (2023), “How Firm Communication Affects the Impact of Layoff Announcements on Brand Strength Over Time,” *International Journal of Research in Marketing*, 40 (3), 700-723. [Featured in *Harvard Business Manager*].
- Schöndeling, Andrea, Alexa Burmester, Alexander Edeling, André Marchand, and Michel Clement (2023), “Marvelous Advertising Returns? A Meta-Analysis of Advertising Elasticities in the Entertainment Industry”, *Journal of the Academy of Marketing Science*, 51, 1019-1045.
- Wies, Simone, Alexander Bleier, and Alexander Edeling (2023), “Finding Goldilocks Influencers: How Follower Count Drives Social Media Engagement”, *Journal of Marketing*, 87 (3), 383-405. [Featured in, e.g., *Absatzwirtschaft*, *Horizont*, *UpNext Podcast*].
- Karagür, Zeynep, Jan-Michael Becker, Kristina Klein, and Alexander Edeling (2022), “How, Why, and When Influencer Type Matters for Influencer Marketing?”, *International Journal of Research in Marketing*, 39 (2), 313-335. [Winner of the 2022 *IJRM* Best Paper Award; featured in *UpNext Podcast*].
- Edeling, Alexander, Shuba Srinivasan, and Dominique Hanssens (2021), “The Marketing-Finance Interface: A New Integrative Review of Metrics, Methods, and Findings and an Agenda for Future Research”, *International Journal of Research in Marketing*, 38 (4), 857-876. [Finalist for the 2021 *IJRM* Best Paper Award].

Edeling, Alexander and Alexander Himme (2018), "When Does Market Share Matter? New Empirical Generalizations from a Meta-Analysis of the Market Share-Performance Relationship," *Journal of Marketing*, 82 (May), 1-24. [Finalist for the 2019 VHB Best Paper Award; Finalist for the 2023 Sheth Foundation/*Journal of Marketing* Award; featured in e.g., *WirtschaftsWoche*, *Horizont*, *NZZ am Sonntag*].

Edeling, Alexander, Stefan Hattula, and Torsten Bornemann (2017), "Over, Out, But Present: Recalling Former Sponsorships," *European Journal of Marketing*, 51 (7/8), 1286-1307. [paper based on Diploma Thesis at the University of Mannheim]

Edeling, Alexander and Marc Fischer (2016), "Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis," *Journal of Marketing Research*, 53 (August), 515-534. [Finalist for the 2017 Paul E. Green Award; featured in *Forbes*].

Refereed MSI Research Reports

Edeling, Alexander and Marc Fischer (2014), "Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis," *MSI Report Series No. 14-107*, Marketing Science Institute, Cambridge: MA.

Monographs

Edeling, Alexander (2016), *Essays on Strategic Marketing Behavior and Its Financial Performance Implications*, Dissertation, University of Cologne.

Invited articles in transfer journals

Sklenarz, Felix Anton, Alexander Himme, and Alexander Edeling (2023), "Digitale Weitsicht statt Marktanteilsfixierung," *Markenartikel*, (10), 74-77.

Edeling, Alexander, Alexander Himme, Samuel Stabler, and Max Backhaus (2023), "Mehr CSR, weniger Werbung," *Markenartikel*, (9), 60-62.

Wies, Simone, Alexander Bleier, and Alexander Edeling (2023), "Van nano naar mega: wat is de 'sweet spot' voor aantal volgers in influencer marketing?" *Leuvense Economische Standpunten*, 2023/201.

Edeling, Alexander and Alexander Himme (2019), "Der Marktanteil hat als Kennzahl ausgedient," *Change ment*, January/February, 28-31.

Edeling, Alexander and Marc Fischer (2017), "Der Einfluss des Marketing auf den Unternehmenswert," *transfer Werbeforschung & Praxis*, 63 (3), 18-24.

IN THE MEDIA

[Harvard Business Manager \(in German\)](#), "Mehr Marktanteil ist nicht immer besser", April 19, 2024.

[UpNext Podcast](#) with Gabriella Mirabelli, February 1, 2024.

[Reachbird Influencer Marketing Trendreport 2024 \(in German\)](#), "Endorsement-Portfolios richtig managen," January.

[Harvard Business Manager \(in German\)](#), "Massenentlassungen schwachen die Marke," December 21, 2023.

[Het Laatste Nieuws \(in Dutch\)](#), "Bepalen influencer waar we op restaurant gaan?", November 3, 2023

[Het Laatste Nieuws \(in Dutch\)](#), „Of ik spijt heb? Ik heb niks ergs gedaan, toch?“, October 17, 2023.

[Absatzwirtschaft \(in German\)](#), „Zwischen 1.124.221 und 1.877.936 Follower*innen sollten es sein,“ February 17, 2023.

[Business AM \(radio interview on influencer marketing\)](#), January 10, 2023.

[Emerce \(in Dutch\)](#), "Big is niet altijd 'better' in de zoektocht naar influencers met impact", January 10, 2023.

[Het Laatste Nieuws \(in Dutch\)](#), “Reclamecampagnes met allergrootste influencers niet noodzakelijk succesvoller, bewijst KU Leuvenonderzoek”, January 9, 2023.

[Trends \(in French\)](#), “Les influencers à un million d'abonnés ont le plus d'impact pour le marketing d'influence”, January 9, 2023.

[MM \(in Dutch\)](#), “Influencer marketing: aantal volgers, autonomie en merkbekendheid bepalend voor impact”, January 5, 2023.

[UpNext Podcast](#) with Gabriella Mirabelli on Influencer Marketing Effectiveness, December 29, 2022.

[Horizont \(in German\)](#), „Mega? Nano? Der Sweetspot im Influencer Marketing liegt dazwischen”, November 30, 2022.

[UpNext Podcast](#) with Gabriella Mirabelli on Influencer Marketing Disclosure, November 3, 2022.

[De Standaard \(in Dutch\)](#), „Zelenski zoekt 400 miljard, maar wie durft te investeren in oorlogsgebied?“, September 23, 2022.

[Nieuwsblad \(in Dutch\)](#), „Multinational Mattel maakt zichzelf belachelijk in 'Barbie'-film: een meesterlijke marketingtruc?“, July 26, 2023.

[Video](#) on Influencer Marketing Disclosure as part of the FEB Talk series at the Faculty of Economics and Business at KU Leuven, March 28, 2022.

[Video](#) in cooperation with LatestThinking about the Financial Impact of Market Share, January 23, 2020.

[Entrepreneur Asia Pacific](#), “Three Ways to Make Your Business More Successful,” October 20, 2018.

[NZZ am Sonntag \(in German\)](#), „Der Marktanteil als unterschätzte Stellschraube,“ October 7, 2018.

[Horizont \(in German\)](#), „Die wahren Gewinntreiber“, October 4, 2018.

[WirtschaftsWoche \(in German\)](#), “Ende des Wahns“, September 9, 2018.

[Markenartikel \(in German\)](#), “Kundenbeziehungen und Marke bringen mehr als Marktanteil,“ August 27, 2018.

[Impulse \(in German\)](#), “2 Dinge, die für Ihren Unternehmenserfolg wichtiger sind als Ihr Marktanteil“, September 5, 2018.

[Forbes](#), "Marketers Need To Measure Twice and Cut Once," April 25, 2018.

SCIENTIFIC PRESENTATIONS

2024

“Embracing Entrepreneurship in the Creator Economy,” 53rd EMAC Conference, Bucharest, May 29.

“Which Marketing Event Has the Largest Impact on Firm Value? A Meta-Analysis,” 53rd EMAC Conference, Bucharest, May 29.

“Which Marketing Event Has the Largest Impact on Firm Value? A Meta-Analysis,” 8th Marketing Strategy Meets Wall Street Conference, Cologne, May 23.

2023

“When Is Competition Really Healthy? Analyzing the Impact of the Firm’s Competitive Position on Unethical Firm Behavior,” Research Workshop at FU Berlin, June 22.

“Service Failures in the Public Transportation Industry: Modeling Their Impact on Sales,” 9th Belgian Service Research Day, Leuven, April 21.

“T(r)ick or Treat? Financial Market Consequences of Fake Reviews,“ 1st Research Blitz at KU Leuven Faculty of Economics and Business, March 3.

2022

“When Is Competition Really Healthy? Analyzing the Impact of the Firm’s Competitive Position on Unethical Firm Behavior,” 4th YES Conference, Groningen, August 29-30.

The Echo of Medical Communication: Drivers and Stock Market Implications of Coverage of Scientific Articles in Social and News Media, 7th Marketing Strategy Meets Wall Street Conference, Chicago, August 11-12.

“How Indegree Drives Social Media Engagement,” 5th Brand Camp by the University of Innsbruck, Obergurgl, March 31-April 2.

2021

“How Indegree Drives Social Media Engagement,” Research Seminar at TUM (digital), December 20.

“How Indegree Drives Social Media Engagement,” Research Seminar at WU Wien, November 11.

“Influencer Follower Count and Social Media Engagement,” 50th EMAC Conference (digital), May 25-28.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” AMA Winter Conference (digital), February 17–19.

2020

“Evolution of Research on the Marketing-Finance Interface”, New Ideas in Marketing Online Seminar Series, October 16.

“Market Share and Financial Firm Performance: New Empirical Generalizations and the Impact of Digitization,” Digital Research Seminar at KU Leuven, October 5.

“Market Share and Financial Firm Performance: New Empirical Generalizations and the Impact of Digitization,” Digital Research Seminar at Mannheim University, September 2.

“Conceptualizing, Measuring, and Explaining Consumers’ Perceptions of Price Inflation,” Research Seminar at Ruhr University Bochum, March 4.

“Evolution of the Marketing-Finance Interface: New Metrics, Methods, Findings, and Research Directions,” AMA Winter Conference, San Diego, February 14–16.

“Digital Transformation and Marketing Performance Measurement – How the “Old” Market Share-Performance Relationship Does Not Hold Any More,” AMA Winter Conference, San Diego, February 14–16.

2019

“Disclosure of Pricing Information in Earnings Calls: A Text Mining Approach,” Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, December 12-13.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” Research Seminar at Northeastern University, October 31.

“Disclosure of Pricing Information in Earnings Calls: Frequency of Occurrence and Impact on Firm Value,” Research Seminar at Boston University, October 2.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” Research Seminar at Tilburg University, August 28.

“Marketing and Firm Value 2.0: New Metrics, Methods, Findings, and Future Research Directions,” 6th Marketing Strategy Meets Wall Street Conference, INSEAD, Fontainebleau, June 17 – 18.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” Research Seminar Series at the Kühne Logistics University Hamburg, March 13.

2018

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” Research Seminar at Mannheim University, November 15.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” Research Seminar at Technical University Munich, September 25.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” 49th yearly Conference of the Marketing Section of the German Academic Association for Business Research, Karlsruhe, January 24 – 25.

2017

“Do Layoffs Hurt a Firm’s Brand? An Event Study with Consumer Mindset Metrics,” Research Seminar Series at the University of Münster, October 9.

“Service Failure in the Transportation Industry: Modeling its Impact on Sales,” 20th Annual Meeting Quantitative Marketing, Cologne, September 16 – 18.

“Disclosures of Pricing Information in Earnings Calls – An Empirical Investigation,” 40th Marketing Science Conference, Philadelphia, June 13 – 16.

“Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis,” JAMS Thought Leaders’ Conference on Generalizations in Marketing: Systematic Reviews and Meta-Analyses, Oslo, June 3 – 5.

“Service Failure in the Transportation Industry: Modeling its Impact on Sales,” 8th Theory and Practice in Marketing (TPM) Conference, Los Angeles, May 16 – 18.

“Curated Shopping – A New Trend in E-Commerce,” Research Workshop at FU Berlin, February 6.

„Essays on Strategic Marketing Behavior and Its Financial Performance Implications,” EMAC / Sheth Foundation Doctoral Dissertation Competition, 46th EMAC Conference, Groningen, May 25.

“Decision Methods For Marketing Budget Allocation Across Products: Insights from Actual Firm Behavior,” 47th yearly Conference of the Marketing Section of the German Academic Association for Business Research, Cologne, January 26 – 27.

2016

“Budget Allocation Decision Methods: Inferences from Actual Firm Behavior,” 1st EMAC Junior Faculty & Doctoral Student Research Camp, Vienna, September 1 – 2.

“Budget Allocation Decision Methods: Inferences from Actual Firm Behavior,” Marketing Science Conference, Shanghai, June 16– 18.

“Does Market Share Matter? Insights from 40 Years of Empirical Research,” 45th EMAC Conference, Oslo, May 24 – 27.

2015

“Budget Allocation Decision Rules: Insights from Actual Firm Behavior,” 18th World Marketing Congress, Bari, July 15 – 18.

2014

“Memory Effects of Past Sponsorships,” 43th EMAC Conference, Valencia, June 3 – 6.

2013

“Marketing’s Impact on Firm Value – Generalizations from a Meta-Analysis,” 15th Annual Meeting Quantitative Marketing, Cologne, September 22 – 24.

“Marketing’s Impact on Firm Value – Generalizations from a Meta-Analysis,” 35th Marketing Science Conference, Istanbul, June 11 – 13.

“Marketing’s Impact on Firm Value – Generalizations from a Meta-Analysis,” Marketing Strategy Meets Wall Street Conference, Frankfurt, June 7 – 9.

2010

“How former sponsorship engagements still affect today’s purchase decisions,” 7th German Sport Economics Congress, Cologne, November 19.

COMPANY PRESENTATIONS AND WORKSHOPS

“Influencer Marketing and the Creator Economy: Insights on Engagement Effects and the Entrepreneurial Role of Creators,” Efluenz, Brussels, April 25, 2024.

“Insights on the Impact of Follower Count, Endorsement Portfolios and Disclosure Types on Consumer Behavior”, Semetis, Brussels, April 20, 2023.

“Mega oder Nano? Der Influencer Marketing Sweetspot liegt dazwischen,” influenceME, Virtual Presentation, March 9, 2023.

“Market Leadership and Financial Firm Performance: Does It Make Sense to Focus on Market Share in the Age of Digitization?” Siemens Summer School, Virtual Presentation, August 13, 2020.

“Allocation of Scarce Resources is About the Evaluation of Trade-Offs: A Decision Support Model for Product Budget Allocation Across a Product Portfolio,” Boehringer-Ingelheim, Ingelheim, January 23, 2018.

“Customer vs. Brand: Why Customer-Oriented Firms Are More Successful in the Long Run,” ServiceRating Workshop on customer orientation, Cologne, September 20, 2017.

“Business Intelligence for Business-to-Business Firms,” Siemens FEP Conference 2017, Munich, May 23, 2017.

„Empirical Generalizations on the Marketing-Finance Interface,“ 19th Doctoral Colloquium at Simon-Kucher & Partners, Bonn, June 25 – 26, 2015.

REVIEWING ACTIVITY

Journal of Marketing (Editorial Review Board Member)

Journal of Consumer Research

Journal of Marketing Research

Journal of the Academy of Marketing Science

International Journal of Research in Marketing

Journal of Retailing

Journal of Business Research

Die Betriebswirtschaft

Marketing ZFP

OR Spectrum

EMAC Conferences 2015 – 2022

PROFESSIONAL AFFILIATIONS

Institute for Operations Research and the Management Sciences (INFORMS), European Marketing Academy (EMAC), German Academic Association for Business Research (VHB), Marketing Club Cologne Bonn, ABSOLVENTUM (Alumni network of the University of Mannheim)

TEACHING EXPERIENCE

Executive Education (German) (via seminars, workshops in companies)

Accounting principles

Principles of business administration

Marketing resource allocation

Business Intelligence

PhD level (English)

Marketing strategy performance: Theory, models and empirical applications (VHB ProDok course)

A Guide to a Successful PhD in Marketing and Its Subdisciplines Consumer Behavior, Marketing Strategy and Marketing Modeling (Introductory marketing PhD course at KU Leuven)

Master level (English and German)

Brand Management
Global, B2B and Service Marketing
Marketing performance management
Marketing theory
Multi-channel retailing
Sponsorship and influencer marketing
Self-marketing in a digitized world

Bachelor level (English and German)

Concepts of marketing mix management
Methods of marketing mix management (market research)
Brand management
Price management

Bachelor/Master/Diploma/Doctoral theses

Supervision of more than 100 theses since 2011, currently (co)-supervisor of six PhD students

ACADEMIC SERVICES

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| From Nov 2023 | Participation in PostDoc mentorship program at KU Leuven |
| From Oct 2023 | Ombudsperson for young researchers within VHB Commission Marketing |
| 2022 – current | Coordinator of the Department of Marketing, Campus Leuven |
| 2016 – 2021 | Presentation of the Marketing Master program at the University of Cologne |
| 2016 – 2021 | Member of the “Consilium Mittelbau” (committee that represents postdoctoral researchers and assistant professors at the University of Cologne) |
| 2014 – 2015 | Member of search committees for W1 and W2 marketing professorships at the WiSo faculty of the University of Cologne |
| 2013 | Organization of an annual summer event for PhDs and PostDocs at the WiSo faculty of the University of Cologne |
| 2013 | Editor of the first Marketing Area Report at the University of Cologne |
| 2012 – 2016 | Responsible research assistant for the Circle of Excellence in Marketing (student talent program) |
| 2011 | Participation in the project „From School to Uni“ of the Cologne Graduate School |

ORGANIZATIONS OF CONFERENCES/SYMPOSIA/WORKSHOPS

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| 2024 | Co-organizer of the Marketing Strategy Meets Wall Street Conference at the University of Cologne (together with Prof. Dr. Marc Fischer), May 22-24 |
| 2023 | Co-organizer of a Marketing-Finance PhD Workshop at the University of Maastricht (together with Prof. Dr. Thomas Post), November 3 |

SOFT SKILLS, LANGUAGES AND SOFTWARE CAPABILITIES

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| Soft skills | Seminars on, e.g., didactics, presentation, self-marketing, leadership |
| Language | German (native), English (fluent), French (advanced), Dutch (advanced) |
| Software | SPSS, STATA, R, LIMDEP, Latent Gold, LISREL, Labvanced (Eye Tracking) |
