



## PERSONAL INFORMATION

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Birth	21. May 1979 in Bad Saarow
Family Status	Married, three children (Emilia *2008, Elias *2012, Ella *2014)

## PROFESSIONAL EXPERIENCE

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01/2017 - present	<b>Associate Professor</b> Aarhus University, Denmark
09/2016 - 12/2016	<b>Senior Lecturer</b> Newcastle Business School, Northumbria University, UK
01/2012 – 09/2016	<b>Assistant Professor</b> Zeppelin University, Germany
09/2007-12/2011	<b>Research Assistant</b> at Chair of Marketing (Prof. Dr. Peter Kenning) Zeppelin University, Germany

## EDUCATION

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11/2011	<b>Doctorate and title Dr. rer. pol.</b> (summa cum laude) with a paper-based dissertation on „ <i>Consumer Neuroscience – An Analysis of Potentials and Limitations for Marketing Research using the Example of Selected Studies</i> “ under supervision of Prof. Dr. Dieter Ahlert (First Advisor) and Prof. Dr. Peter Kenning (Second Advisor) Westfälische Wilhelms-Universität Münster, Münster
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09/2007-11/2011	<b>Ph.D. Studies</b> at Chair of Marketing under supervision of Prof. Dr. Peter Kenning Zeppelin University, Friedrichshafen
09/2007	<b>Graduation (Dipl.-Kaufmann)</b> (grade: 1,9 (with honours)) Thesis topic: <i>The Analysis of Cross-Category Brand Loyalty for Fast Moving Consumer Goods</i> , under supervision of Prof. Dr. Lutz Hildebrandt (First Advisor) and Dr. Yasemin Boztug (Second Advisor) Humboldt-Universität, Berlin
10/2000-09/2007	<b>Studies in Business and Economics</b> (Betriebswirtschaftslehre) Course specialization: Marketing (Prof. Dr. Lutz Hildebrandt), International Management (Prof. Dr. Joachim Schwalbach) and Accounting (Prof. Dr. Theodor Siegel) Humboldt-Universität, Berlin
10/1999-10/2000	<b>Studies of Economic Mathematics</b> University of Ulm, Ulm
07/1998-06/1999	<b>Military Service</b> Damerow Kaserne, Karow
06/1998	<b>Higher Education Entrance Qualification (Abitur)</b> Katholisches Gymnasium Bernhardinum, Fürstenwalde/Spree

## FURTHER EDUCATION

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04/2011	<b>Workshop “Connectivities in the Brain – PPI and DCM”</b> Prof. Dr. Hilke Plassmann, Prof. Dr. Todd Hare INSEAD, Paris
03/2011	<b>Workshop “Networks in the Human Brain”</b> Prof. Dr. Arno Villringer et al. MPI for Human Cognitive and Brain Sciences, Leipzig <b>Workshops “SPM – Analysis of fMRI-Data”</b> Prof. Dr. Christian Büchel UKE, Hamburg
10/2010	• Expert Level “SPM 8 – Analysis of fMRI-Data”
09/2009	• Advanced Level “SPM 8 – Analysis of fMRI-Data”
20/2007	• Beginner Level “SPM 5 – Analysis of fMRI-Data”
10/2009	<b>Workshop “Functional MRI Visiting Fellowship”</b> Prof. Dr. Robert Savoy Athinoula A. Martinos Center for Biomedical Imaging (Harvard), Boston

02/2008                      **Workshop “Structural Equation Modelling – AMOS und PLS”**  
Prof. Dr. Andreas Eggert  
University Paderborn, Paderborn

## **EXPATRIATE STUDIES**

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01/2006-06/2006            **Foreign Exchange Scholarship of Humboldt-Universität**  
New York University, New York

02/2003-06/2003            **Erasmus Scholarship**  
Università degli studi di Firenze, Florence

## **PROFESSIONAL EXPERIENCE**

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**Cooperative projects** at the Chair of Marketing, Zeppelin University:  
Responsible for experimental design, data acquisition, data analysis and  
general coordination of projects:

10/2010-04/2011            • IP Deutschland GmbH, Cologne

06/2010-11/2010            • EHI Retail Institute, Cologne

10/2009-12/2010            • MARS Petcare, Verden

11/2006-05/2007            **Butlers (Josten Handel + Franchise GmbH & Co. KG), Berlin**  
Student employee: Responsibilities included customer service, sale,  
stock, and organization

10/2004-12/2005            **German Federal Parliament (Deutscher Bundestag), Berlin**  
Student employee: Responsibilities included background investigations,  
elaboration and further development of policy documents, speech  
concepts, working on letters of citizens

10/2005-12/2005            • Student employee of MdB Jutta Krüger-Jacob

01/2004-10/2005            • Student employee of MdB Hubert Ulrich

06/2002-08/2003            **Tax accountant Thomas (Steuerbüro Thomas), Fürstenwalde**  
Student employee: Responsibilities included diverse activities with regard  
to content and organization in the areas of law of taxation, accountancy,  
and annual accounts

## **AWARDS**

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11/2012                      **“Summa cum laude“ Award for outstanding dissertations of the  
University of Münster**

05/2011                      **Best Paper Award at the Conference on NeuroPsychoEconomics** in  
the track “Consumer Behavior” for the paper authored by Marc Linzmajer,  
Marco Hubert, René Riedl and Peter Kenning (2011): “Where Does  
Toulmin’s Theory of Argumentation Reside in the Brain? The Neural  
Mechanisms Underlying Trustworthiness in Online Buying.

2010

**Award for Excellent Publications** (Universität Linz) and **Nominated for the VHB Best Paper Award** (VHB Section of Information Systems) for: Riedl, Hubert, Kenning (2010). Are there neural gender differences in online trust? An fMRI study on the perceived trustworthiness of eBay offers. *MIS Quarterly*, 34 (2), S. 397-428.

## SPECIAL SKILLS

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Methods	Advanced expertise in quantitative data analysis and especially data analysis of fMRI-data, expertise in experimental setups with the use of implicit methods (i.e., fMRI, eye-tracking, IAT)
Languages	German (first language) English (fluent in written and spoken) Italian (advanced basic knowledge) Russian (basic knowledge)
Computer literacy	Microsoft Office, SPSS, AMOS, Smart PLS, MATLAB, SPM 5, SPM 8, UniPark, E-Prime, Inquisit

## BOARD MEMBER/MEMBERSHIPS

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Research Council, Zeppelin University (regular member of CME Department)

Member, Audit "family-friendly university" (Zeppelin University)

Member, Association for Consumer Research | USA

Member, Association for NeuroPsychoEconomics | Germany/USA

Member, Society for Neuroeconomics | USA

Member, Decision Neuroscience Group | INSEAD | France

## REVIEW ACTIVITIES

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Member of the Editorial Advisory Board of the journal *Cogent Psychology*

Member of the Review Editorial Board of the journal *Frontiers in Decision Neuroscience*

Member of the Program Committee of the *Gmunden Retreat on NeuroIS*

Ad-hoc reviewer for:

*Information Systems Research*

*Journal of Consumer Behavior*

*Journal of Consumer Policy*

*Journal of NeuroPsychoEconomics*

*Journal of Economic Psychology*

*International Journal of Retail & Distribution Management*

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