

Alumni of the Chair of International Marketing

| Name | Thesis | Year |
|-------------------|---|------|
| Simon Rabaa | Homo irrationalis and climate change mitigation – Behavioral economic approaches to climate-relevant behavior change | 2023 |
| David Bürgin | Sustainable Purchasing Decisions | 2021 |
| Andreas Aigner | Factors Influencing Consumers' Price Evaluations: Price Changes, Product Characteristics, and Consumer Habits | 2020 |
| Christian Münnich | Towards the Value Growth Model of Social Commerce: Taxonomy, Determinants, and the Effect of Humor on Prosumer Engagement in Electronic Word-of-Mouth | 2019 |
| Hannah Martensen | Zum moderierenden Einfluss von Fremdsprache in internationalen Geschäftsverhandlungen | 2018 |
| Elena Stimmer | Essays on Joint Decision Making: Business Negotiations, Household Purchases, and Joint Shopping | 2018 |
| Karina Isaak | The Influence of Psychological Distance on Consumers' Willingness to Pay. Further away = Higher Willingness to Pay? | 2017 |
| Tayfun Aykaç | Teams in Intercultural Business Negotiations. Prioritization of Negotiation Issues, Adaptation to Culture-Bound Negotiation Styles, and (Un-)Ethical Behavior | 2015 |
| Erik Maier | Situational Influences on Consumers' Willingness to Pay: Mood, Stress, and Certainty | 2013 |
| Florian Dost | Willingness to Pay as a Range: Theoretical Foundations, Measurement, and Implications for Marketing Mix Decisions | 2012 |
| Simone Kreyer | Multikulturelle Teams in interkulturellen B2B-Verhandlungen – Eine empirische Untersuchung am Beispiel der deutschen und französischen Kultur | 2011 |

| Name | Research Project | Year |
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| Dr. Véronique Slomski | CREATE-ET - Creativity of non-native speakers in English language team settings | 2019-2020 |