

CV Dr. Barbara Seegebarth

Assistant Professor

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ACADEMIC EDUCATION:

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| 2011 | Dissertation, Institute of Marketing and Management, Leibniz University of Hanover |
| 2006-2011 | Doctoral Candidate, Institute of Marketing and Management, Leibniz University of Hanover |
| 2006 | Diploma, Leibniz University of Hanover |

PROFESSIONAL EXPERIENCE:

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| 2014 | Free lecturer activity for marketing (TU Sofia) |
| 2013 | Consulting in marketing / market research for Continental AG, Stadt Braunschweig |
| 2012 | Assistant Professor, Institute of Marketing, TU Braunschweig |
| 2012 | Assistant Professor, Institute of Marketing and Management, Leibniz University of Hanover |
| 2006-2012 | Research associate and doctoral candidate, Institute of Marketing and Management, Leibniz University of Hanover |
| 2012 | Member of an interdisciplinary project (IT ecosystems) founded by the Lower Saxony Ministry for Science and Culture at NTH School for IT Ecosystems, Hanover |
| 2007-2009 | Member of an interdisciplinary project (Forschungsinitiative Sicherheit) founded by the Leibniz University of Hanover |
| 2005-2007 | Responsible for managerial accounting, Eggers & Partner Management Consulting, Hanover |
| | Trainee, Eggers & Partner Management Consulting, Hanover |
| 2005 | Student assistant, Institute of Marketing & Management, Leibniz University of Hanover |
| 2001-2004 | Assistant of Area Manager North for the brand Venice Beach, Hucke AG, Langenhagen |

AWARDS

2010 Best Conference Paper Award at Korean Academy of Marketing Science Fall International Conference 2010 (mit Wiedmann, K.-P.; Kassubek, M.; Pankalla, L.; Hennigs, N.)

MEMBERSHIPS

- American Marketing Association (AMA)
- European Marketing Academy (EMAC)
- Korean Scholars of Marketing Science (KSMS)
- International Centre for Anti-consumption Research (ICAR)