

CV Univ.-Prof. Dr. Ingo Balderjahn

Chair of Business Administration with focus on Marketing, University of Potsdam
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ACADEMIC EDUCATION:

- 1992 Habilitation, University of Hannover
- 1986 Dissertation, Technical University of Berlin
- 1981 Diploma, Technical University of Berlin

PROFESSIONAL EXPERIENCE:

- Since 1993 Director, Chair of Business Administration with focus on Marketing,
University of Potsdam
- Since 1992 Professor, Chair of Business Administration with focus on Marketing,
University of Potsdam
- 1989 – 1992 Assistant Professor, University of Hannover
- 1987 – 1989 Assistant Professor, Technical University of Berlin
- 1982 – 1987 Research Assistant, Technical University of Berlin

MEMBERSHIPS AND AFFILIATIONS:

- Academy of Marketing Science
- German Network for Business Ethics (DNWE)
- Association for Consumer Research
- European Marketing Academy (EMAC)
- Schmalenbach-Gesellschaft
- German Association of University Professors and Lecturers
- Federation of University Professors in Business Administration**

Board of the study support programme of Friedrich-Ebert-Stiftung (until 2014)

Board for Sustainable Development of Land Brandenburg (until 2014)

Environmental Commission of University of Potsdam

Co-publisher journal „Die Betriebswirtschaft“ (DBW)

Editorial board journal “Marketing ZFP”

RESEARCH INTERESTS:

Sustainability Marketing, Consumer Behavior, Location Marketing, Market Research and Multivariate Analysis Techniques