

CV Dr. Mathias Peyer

Research Associate

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

- 2014 Dissertation, Chair of Business Administration with focus on Marketing, University of Potsdam
- 2011 Certification „Hochschullehre Brandenburg“
- 2010 –2011 Junior Teaching Professional Fellowship
- 2003 –2004 Studies abroad at Athens University of Economics and Business
- 1999 –2005 Diploma in Business Administration, University of Potsdam

PROFESSIONAL EXPERIENCE:

- since 2006 Research Associate, Chair of Business Administration with focus on Marketing, University of Potsdam
- since 2008 Free Lecturer Activity for Marketing and Business Administration
- 2008 Consulting in market research for UVA Medien und Kommunikation GmbH on behalf of Carl Zeiss AG
- 2006 Employee in the market research department of T-Systems, Berlin
- 2004 Traineeship in organization, human resources and distribution for Chemische Fabrik Tangermünde GmbH
- 2004 Traineeship in market research for the publisher “The World’s Favourite Publications“ in Cape town, South Africa
- 2001 –2003 Student Assistant, Chair of International Economic Relations, University of Potsdam

RESEARCH INTERESTS:

Sustainability and Sustainable Consumption, Fairtrade, socially conscious consumer behaviour, Anti-Consumption & Consumer Well-being, Willingness-to-pay Analysis, Discrete Choice Analysis, Conjoint Analysis, Structural Equation Modelling

Other:

- since 2014 independent organization and realization of the multidisciplinary subject “Studium Oecologicum“ for Studiumplus