

# CV Florence Ziesemer

Research Associate

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## ACADEMIC EDUCATION:

- Since 2015    Doctoral Candidate, Chair of Business Administration with focus on Marketing, University of Potsdam
- 2015            Master of Science in Consumer Affairs, TUM Technical University of Munich
- 2013            Bachelor of Science in Sociology and Intercultural Business Communication, FSU Friedrich Schiller University of Jena

## PROFESSIONAL EXPERIENCE:

- Since 2015    Research Associate, Chair of Business Administration with focus on Marketing, University of Potsdam
- 2013 - 2015    Student Research Assistant, IÖW Institute of Ecological Research Berlin
- 2012            Student Research Assistant, Center of Life and Food Sciences, TU München
- 2011            Trainee, GfK Society for Consumer Research Nuremberg
- 2009            Trainee, Department of Organizational Behavior and Human Resource Management, Indian Institute of Management Bangalore

## RESEARCH INTERESTS:

Sustainability and Sustainable Consumption, Sharing Economy, Voluntary Simplicity, Consumer Education