

Education:

Since 12.2014: Adjunct Professor at the Beijing Institute of Technology, China.
Since 12.2010: Associate Professor at the University of Southern Denmark, Sønderborg.
09.2007 to 11.2010: Assistant Professor at the University of Southern Denmark, Sønderborg.
09.2005 to 08.2007: Lecturer at the International Institute for Management, Flensburg University
09.1999 to 09.2005: PhD Student and Lecturer at the International Institute for Management, Flensburg University
09.1985 to 04.1986: Study of European Business at Nottingham University, England, Diploma in European Business
10.1983 to 07.1989: Study of Business Administration at the University of Paderborn, Diplom - Kauffrau

Work experience:

10.1993 to 02.1995: Marketing and sales controlling, Hettich GmbH, Kirchlengern
07.1991 to 10.1993: Strategic planning department, Hettich GmbH, Kirchlengern
10.1989 to 06.1991: Head of marketing service for ContiTech, Continental AG, Hannover
04.1989 to 06.1989: Interviewer at Emnid research institute, Bielefeld
10.1987 to 02.1989: Tutor/student instructor for Prof. Dr. Pullig, University of Paderborn
04.1987 to 07.1987: Research project on consumer behaviour, University of Paderborn
08.1986 to 04.1988: Head of public relations department AIESEC, University of Paderborn
08.1986 to 10.1986: Practical at Bozkurt Mensucat, Istanbul, Turkey
02.1984 to 05.1984: Marketing internship at EGN Nordbau GmbH, Hitzhusen

Publications