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EMPLOYMENT

University of Zurich

Assistant Professor of Marketing, UFSP, Social Networks

August 2014 - Present

Metzler Investment Bank, Frankfurt, Germany

Part time Analyst, Department of Applied Research & Asset Management

September 2005 - August 2008

EDUCATION

Goethe University, Frankfurt, Germany

Ph.D. in Business Administration (Marketing), July 2014

University of Chicago, Booth School of Business, Chicago, United States

Visiting PhD student, January 2013 - June 2013

Goethe University, Frankfurt, Germany

Diplom-Kauffrau in Business Administration, June 2008

Marmara University, Istanbul, Turkey

B.Sc. in Mathematics, June 2002

RESEARCH INTERESTS

Dynamic Structural Models

Strategic Consumer Behavior

Forward Looking Consumers

Empirical Models of Consumer Choice and Firm Strategy

AWARDS, AND SCHOLARSHIPS

- Fellow, AMA-Sheth Foundation Doctoral Consortium,
 - o University of Michigan in Ann Arbor, 2013
- Fellow, Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural
 - o Econometrics, Duke University, August 2010
- Deans Research Fellowship - Visiting Research Scholar,
 - o Goethe University - Economics Department, January - June 2013
- Alumni Scholarship - Visiting Research Scholar,
 - o Goethe University - Alumni Assoc., January - June 2013

- Alumni Scholarship - Travel Grant for Marketing Science Conference,
 - o Goethe University - Alumni Assoc., June 2010
- Recipient of Travel Grant for Marketing Dynamics Conference, August 2012
- Recipient of Travel Grant for Marketing Science Conference, June 2012

TEACHING EXPERIENCE

- Teaching Assistant for Professor Daniel Klapper, 2007, 2008
 - o Principles of Marketing, Undergraduate, Goethe University
- Teaching Assistant for Professor Matthias Blonski, 2009
 - o Microeconomics 1, Undergraduate, Goethe University
- Teaching Assistant for Professor Christian Schlag, 2010
 - o Preparatory Mathematics, Undergraduate, Goethe University
- Teaching Assistant for Professor Matthias Blonski, 2011
 - o Preparatory Mathematics, Undergraduate, Goethe University
- Teaching Assistant for Professor Martin Natter, 2012
 - o Marketing Engineering, Undergraduate, Goethe University
- Teaching Assistant for Professor Thomas Otter, 2012
 - o Market Research, Undergraduate, Goethe University
- Teaching Assistant for Professor Thomas Otter, 2012
 - o Marketing Simulation Seminar, Undergraduate, Goethe University

REFERENCES

Thomas Otter (Chair)

Professor of Service Marketing, Goethe University, Frankfurt

Grueneburgplatz 1, 60323 Frankfurt am Main, Germany

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Daniel Klapper

Professor of Marketing, Humboldt-University, Berlin

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Pradeep K. Chintagunta

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