

PD Dr. habil. Robert Mai

Curriculum Vitae

Kiel University
Department of Marketing
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Academic positions

since 06/2011	Kiel University Post-doc Researcher (Privatdozent)
05/2010 – 12/2012	Technical University of Dresden Project Manager (Innovative Strategies to Overcome Implicit Product and Personality-based Obstacles to Consume Healthy Food)
03/2009 – 04/2010	Technical University of Dresden Research assistant
04/2007 – 02/2009	Technical University of Dresden Project Manager of a subproject (SmartWert – Integrated Pricing in the machinery and plant engineering sector)

Qualifications

06/2011 – 06/2015	Christian-Albrechts-Universität zu Kiel <i>Habilitation (habil.)</i> Business administration
04/2007 – 01/2011	Technical University of Dresden <i>Ph.D. (Dr. rer. pol.)</i> Business administration with focus on marketing Summa cum laude; awarded with Feldbausch-Preis
10/2003 – 04/2007	Technical University of Dresden <i>Diploma Business Administration and Engineering (Dipl.-Wirt.-Ing.)</i> Focus on Marketing, international management, mechanical engineering and energy management

Further work experience

since 07/2010	Parental leave Total duration 9 months
since 04/2007	Dresden International University Teacher in a distance learning program
since 04/2007	Institut zur Förderung von Marketing und Marktforschung e.V., Dresden, Germany , consulting and marketing research
09/2006 - 03/2007	Department of Marketing, Technische Universität Dresden, Germany , Tutor
09/2005 - 05/2006	Fraunhofer IWS, Dresden, Germany Institute for Laser and Surface Technology (internship)
03/2005 - 04/2005	Bayer AG, Leverkusen, Germany Department of Business Service, Procurement (internship)

Teaching

Lectures	Marketing, Strategic marketing management International marketing Cross-cultural marketing Promotion Theories of internationalization Success factors of marketing Academic research and writing
Guest lectures	International Marketing (Friedrich-Alexander-University Erlangen-Nurnberg) Principles of marketing (Academy of Economics, Ternopil, Ukraine)
Seminars	SPSS Principles of marketing Case studies in marketing strategy Qualitative marketing research Seminar marketing Bachelor's seminar International and cross-cultural marketing Research seminar on diverse topics (e.g., health marketing, selective de-marketing, internal marketing, website-complexity) Project marketing research on diverse topics
Mentoring	Bachelor, master and diploma thesis, seminar papers
Distance learning	Marketing (Dresden International University)

Research projects

Since 2015	Management of Sustainability (BMBF) , joint research project “Transparenz und Transformation in der regionalen Ernährungswirtschaft. Kollaborative Ansätze für mehr Nachhaltigkeit vom Rohstoff bis zum Endkonsumenten”
Since 2013	DEDIPAC - The JPI HDHL Knowledge Hub (BMBF) , member of the network „DEterminants of DIet and Physical ACTivity“
2010-2013	Nutrition Research-Funding program of the Bundesministeriums für Bildung und Forschung (BMBF) , “Innovative strategies to overcome implicit product-based and personality-based obstacles to consume healthy food”
2007-2009	SmartWert – Integrated Pricing in the machinery and plant engineering sector (BMBF) , “Management of a project on integrated pricing and price measurement in the machinery and plant engineering sector”

Main research

Behaviors and decision-making of consumers and (industrial) buyers
Sustainable innovations, holistic business models and health care
International management and cross-cultural marketing
Service management and product service systems
Communication and interaction
Methodological and statistical problems in quantitative research

Selected Publications

Journals	<p>Mai, R.; Hoffmann, S. (2015): How to Combat the Unhealthy = Tasty Intuition: The Influencing Role of Health Consciousness, <i>Journal of Public Policy and Marketing</i>, 34(1), 63-83.</p> <p>Hutter, K.; Hoffmann, S.; Mai, R. (2015). Carrotmob. A Win/Win/Win-Approach to Creating Benefits for Consumers, Business, and Society at Large. <i>Business & Society</i>. (forthcoming)</p> <p>Mai, R.; Hoffmann, S.; Schwarz, U.; Niemand, T.; Seidel, J. (2014): The Shifting Range of Optimal Web Site Complexity, <i>Journal of Interactive Marketing</i>, 28 (2), 101-116.</p> <p>Mai, R.; Hoffmann, S. (2014): Accents in Business Communication: An Integrative Model and Propositions for Future Research, <i>Journal of Consumer Psychology</i>, 24 (1), 137-158.</p> <p>Hoffmann, S.; Mai, R.; Cristescu, A. (2013): Do Culture-Dependent Response Styles Distort Substantial Relationships?, <i>International Business Review</i>. (forthcoming)</p> <p>Hoppert, K.; Mai, R.; Zahn, S.; Hoffmann, S.; Rohm, H. (2012): Integrating Sensory Evaluation in Adaptive Conjoint Analysis to Elaborate the Conflicting Influence of Intrinsic and Extrinsic Attributes on Food Choice, <i>Appetite</i>, 59 (3), 949-955.</p>
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Mai, R.; Hoffmann, S. (2012): Taste Lovers vs. Nutrition Fact Seekers: How Health Consciousness and Self-Efficacy Determine the Way Consumers Choose Food Products, *Journal of Consumer Behaviour*, 11 (4), 316-328.

Mai, R.; Hoffmann, S. (2011): Four Positive Effects of a Salesperson's Regional Dialect in Personal Selling, *Journal of Service Research*, 14 (4), 423-437.

Books

Hoffmann, S.; Schwarz, U.; Mai, R. (2012): *Angewandtes Gesundheitsmarketing*, Wiesbaden: Springer Gabler.

Hoffmann, S.; Otto, C.; Mai, R. (2012): *Gesundheitsbewusster Lebensmittelkonsum. Eine Antwort auf die Frage warum sich Menschen je nach Alter, Geschlecht und Haushaltsgröße unterschiedlich gesund ernähren*, Hamburg: Verlag Dr. Kovac.

Reviewing

Guest editorship	International Journal of Marketing, Special Issue on Health Marketing
Ad-hoc (Journals)	Journal of Consumer Psychology Journal of Interactive Marketing Health Psychology Appetite International Journal of Marketing
Ad-hoc (conferences)	AMA (American Marketing Association) Winter Educators' Conference AMS (Academy of Marketing Science) EMAC (European Marketing Academy) European Conference on Information Systems

Professorship offering and places on nomination list

2015	Professor of Marketing, FU Berlin (Place on nomination list)
2012	Junior professorship of Business Economics, in particular Marketing, Siegen University (1 st place on nomination list)

Awards and Funding

2013	Best Paper Award ANZMAC Conference (Track Digital and Social Media)
2011	Dr. Feldbausch-Förderpreis for outstanding final thesis (dissertation) in economic and business administration
2009-2015	DAAD funding for presentations at international conferences

Membership

International	American Marketing Association (AMA) Academy of Marketing Science (AMS) European Marketing Academy (EMAC)
National	Verband der Deutschen Hochschullehrer für Betriebswirtschaft e.V. (VHB). Marketingverein e.V.

Further roles

Counselor for students (business studies, esp. Marketing)

Member of the PhD Committee